

**May 1953**

# house + home

## How to plan and sell your next house

At a House & Home Round Table, top builders and top builders' architects agree on ways to give America a better house (p. 120)

## What house for tomorrow?

Solutions of the problems of better living space (p. 132),  
the open-plan kitchen (p. 136), comfortable bedrooms (p. 142), efficient baths (p. 140),  
and dual-purpose garages (p. 170)

## Use land well

Wise orientation ( p. 128), indoor-outdoor planning and fences ( p. 172 )  
add living value to the lot and the community

## Fastest selling houses

Six more in House & Home's cross-country roundup of houses that are chalking up record sales (p. 160)

## Display houses

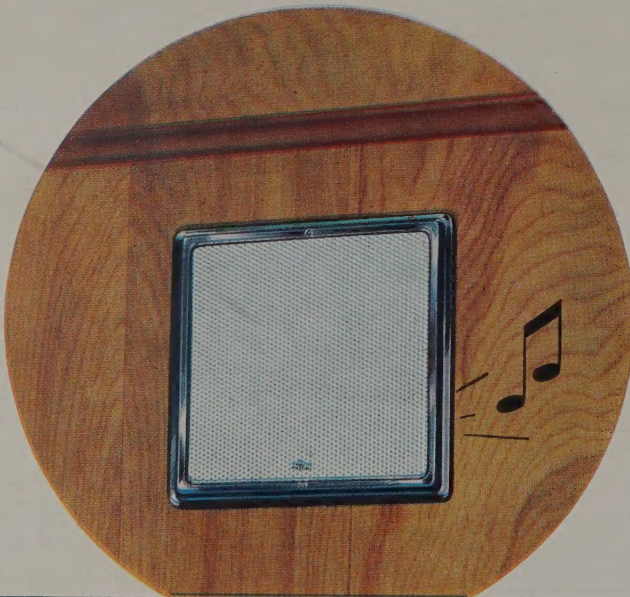
A good decorating job can boost sales — a bad one can kill them (p. 144)





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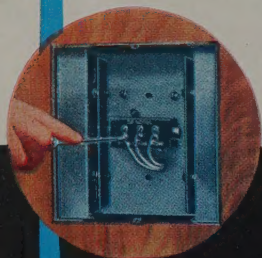
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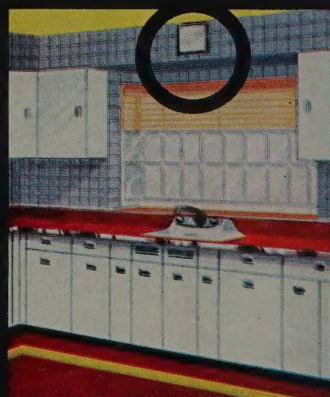
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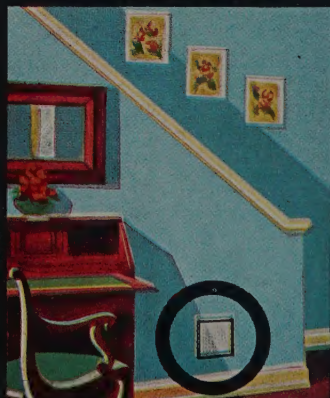
BEHIND BEDROOM DOOR



IN LIVING ROOM CEILING



ON KITCHEN WALL



ABOVE HALL BASEBOARD



# house+home

May, 1953

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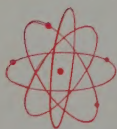
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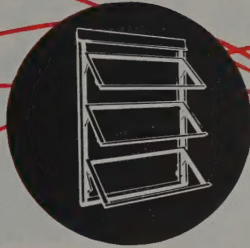
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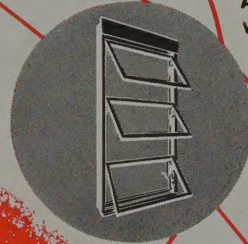
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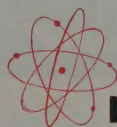
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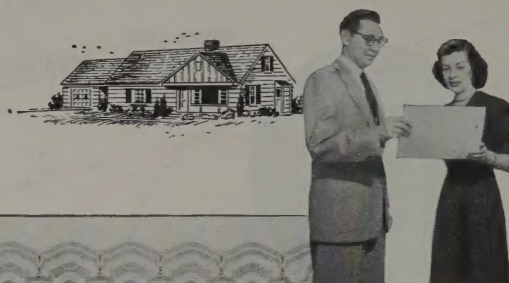


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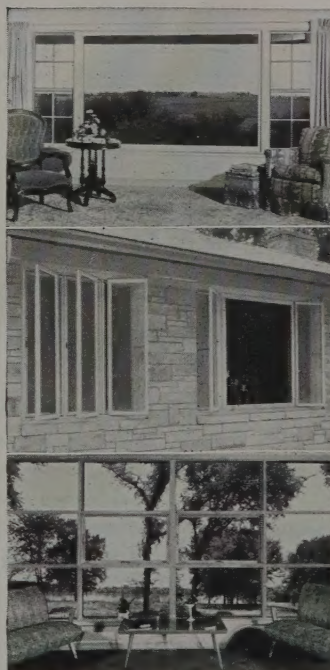
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# House bans public housing starts, threatens forced FNMA liquidation

The big annual demonstration of how deep housing is involved in politics began last month in Washington.

While the administration wrestled with raising frozen VA and FHA interest rates (see p. 158), Congress became, amidst the Republican economy drive, the battleground for a major fight over the Independent Offices appropriation bill, which provides money for HHFA, FHA, public housing and the Federal National Mortgage Assn. as well as 23 other nondepartmental federal agencies.

**For public housing: no starts.** In the House, housing agencies and programs took such severe cuts that even GOP leaders protested the appropriations committee was trying to rewrite basic legislation. The No. 1 victim—to the private building industry's delight—was public housing. Ever since passage of the 1949 Housing Act authorizing 810,000 public housing units over a period of six years, the strategy of private housers has been to choke public housing by throttling its appropriations. Last year, the House tried to impose a 5,000 unit ceiling on federally subsidized starts, but the Senate held out for 35,000 and won.

This time, the House voted to bar all public housing starts after June 30, trounced by a 198-106 vote a motion to keep public housing at the 35,000 level recommended by HHFA Administrator Cole. Defending the ban on starts, House Majority Leader Charles A. Halleck (R, Ind.) insisted it "merely holds the program in suspense" pending studies of the government's role in housing which both President Eisenhower and Congressional leaders have asked.

**For Los Angeles: support.** The House bill would also prohibit the Public Housing Administration from starting or continuing construction in any community where elected representatives or a popular referendum have "indicated they do not want it." That proviso was aimed squarely at Los Angeles, where voters rejected the idea of public housing overwhelmingly last year. Nettled by PHA's action in advancing \$8 million more to the Los Angeles Housing

Authority after Congress told it to bow to local rejection, the House sought to narrow community responsibility for repaying federal funds to wriggle free of a public housing program. It provided that cities need repay "only such money expended prior to the vote or other formal action whereby the community rejected such housing project."

Whether the tighter wording would actually let Los Angeles off what is now a \$20 million hook appeared doubtful. Some Congressmen predicted the snafu would eventually wind up in the courts. But most agreed that it would make PHA tread carefully in the future. Spokesmen for the appropriations committee said 19 other cities wanted to cancel public housing contracts. But they were unable to name them.

In a final crack at public housing, the House slashed its administrative budget 35½%. This applied not only to the permanent public housing program, but to all other PHA activities—subsistence homesteads, Greentowns, public war housing management, veterans' reuse housing and defense public housing. It ordered PHA to "refund" with private money "insofar as possible" its holdings of local public housing bonds. Appropriations committee men estimated \$271 million of these could be refunded during fiscal 1954.

**For FNMA: liquidation.** While the public housing rumpus was more spectacular (it put housing back on the front pages of the nation's newspapers where it had been long absent while GOP leaders gave first attention to other problems), an economy maneuver to cash in part of Fanny May's holdings was of graver concern to private building. As the appropriations bill came from the committee, it ordered the government mortgage agency to sell up to \$1 billion of its \$2.4 billion portfolio within a year, even if it had to do so at a discount. It ordered FNMA not to commit itself to buy any new mortgages after June 30.

To Chairman Jesse P. Wolcott of the House banking committee as well as alarmed builders, such forced liquidation of Fanny May looked unsound. Not only would Fanny May have to sell at discounts which could cost the government up to \$50 million (thus wiping out Fanny May profits), but the sales would siphon off a big chunk of financing needed to spark new homebuilding.

Even the threat of Fanny May liquidation, plus the imminence of an interest

rate boost for VA and FHA mortgages, promptly scared most of the nation's big lenders out of the market (see p. 158). Most of them would not be back in until both questions were settled.

**Rescue by Wolcott.** Through off-the-floor conferences, Wolcott persuaded his appropriations committee colleagues to soften the blow. The compromise adopted by the House would let Fanny May use its judgment about how much to sell and when—a power it already had. The door would not be closed to new purchasing, but the policy would be to do as little as possible. "There will be no question of dumping," Wolcott assured. "I believe the market can absorb something like \$250 million annually." By adding the proceeds of sales to recaptures from unused amounts set aside for buying in defense and nondefense areas and to regular amortizations, Wolcott thought Fanny May could turn back \$900 million to the Treasury in a year. New purchasing, he believed, would be confined to the one-for-one plan, except for outstanding commitments in defense areas.

**For research: full stop.** For HHFA itself, the House's most drastic cut would scuttle the research program created in 1949. If the complete elimination of HHFA research funds stands, HHFA would be hard put to compile and distribute information on research already under way, since the staff under Joseph H. Orendorff would have to be disbanded.

The House handed slum clearance and urban redevelopment a Mickey Finn. The law now permits cities to count the cost of facilities like schools and parks in its 1/3 share of redevelopment costs. The House ruled out such contributions, despite pleas by Congressmen from cities like San Francisco, Pittsburgh and Detroit that this would jeopardize many a pending redevelopment.

In only one minor respect did the House overrule its appropriations committee. It nearly doubled HHFA's college dormitory loan program by moving up the date for drawing on HHFA's \$21 million current fund to June 30.

As usual, the House gave FHA its most lenient treatment. It left the \$27.5 million for FHA field operations unmolested. But it trimmed the agency's administrative budget from \$5.6 million to \$5.04 million. FHA promptly cried this would cut its Washington staff so low (to 800) the agency could no longer do "a proper supervisory job."

**Cries of outrage.** The cries of FHA were muted compared to the howl that arose from public housers. Stopping public housing, said Sen. Burnet R. Maybank (D,

## NEWS ON THE INSIDE:

- VA and FHA mortgage market goes in to a tailspin as lenders pull out to await interest rate increase, FNMA decision.
- Rent control is extended three months and critical area controls another year.

(pp. 158-159)



S. C.) was a slap at "downtrodden people." "Murder," screamed the National Housing Conference—the public housing lobby group. New York's Mayor Vincent Impellitteri wired New York Congressmen that it would "cut the heart out of the city's efforts to clear slums." State Housing Commissioner Herman T. Stichman of New York called it a "costly mistake," which would thwart "efforts to lessen future deteriorating in our cities." The New York Times asserted eliminating public housing would be "a disaster for . . . large urban centers."

Amid the furore, reporters seized the chance to quiz President Eisenhower on his views. His comments proved so mild they underscored the widely held belief that the Chief Executive is no friend of public housing. Asked a newsman: "There seems to be some question where you and the administration stand on public housing in view of the appropriations action of the House. Some of the Democrats charge that you during the campaign had pledged public housing would be continued . . ."

**Eisenhower's views.** Replied the President (direct quotes are banned under White House rules unless specifically au-

thorized): He didn't like to be too positive when he depends completely on memory, but he didn't recall ever saying he was in favor of the continuation of federal public housing, but he would say this: he was quite concerned that the federal government perform the function that was proper for the welfare of our people as well as for its purpose in the world and all of the other things which fall to the federal government. Consequently, at one of his earliest press conferences, he pointed out that he proposed, among other things, to ask for the establishment of an official commission which would be made up of people representing the public, the executive department, the legislature, and so on, which would determine the proper division of functions between the federal government and the state governments, and he was not certain in his own mind where that dividing line falls, but he had also said that pending the meeting of such a commission and finding of such responsibilities and establishment of division of authority that he thought we should go ahead with the programs now in existence and in effect mark time. His own idea of marking time was to take the number of housing units

in the current bill and let them go ahead, but there has been no pressing of an argument of the point because no matter of principle is involved. We are going to depend on this commission to tell us how much the federal government should take and how much the state governments.

Asked whether he approved of the House cut on public housing, the President replied: It did not agree with his own personal view of what would be the wisest thing and the convenient way of keeping this matter in the status quo until it would be decided on a bipartisan, objective basis. Now that did not mean, though, that he had asked these people as a matter of responsible party leadership to support his position. He made no attempt to do that and he did not sense in any way that they have defied him and he certainly did not intend to get up and criticize them. He assumed they were all voting their conscience.

**SOS to the Senate.** Saving public housing, if it was to be saved, was therefore up to the Senate. As the Senate appropriations committee began hearings, HHFA Administrator Cole urged it to restore public housing to 35,000 starts, and reinstate many of the House cuts.

Cole called 35,000 starts "a simple and sensible solution" which "would avoid an endless amount of argument and acrimony." He disclosed that by a strange quirk the House had actually outsmarted itself and paved the way for starting as many as 70,000 units. In its zeal to shut public housing off June 30 by prohibiting PHA from entering into any more loan or annual grant contracts after that time, the House changed the restriction in the basic law written last session that limited starts to 35,000 a year. House debate indicated that *bona fide* contracts already approved would be in the clear in the absence of any statutory limitation on the number of starts. Since PHA had 70,000 units in this category, it could start them before June 30 under the House bill.

Asking restitution of the administrative cuts in FHA and PHA, Cole was strongly seconded by FHA Commissioner Guy Holaday and PHA Chief John Taylor Egan.

Egan said PHA "would have to dismiss one third of our employees," if the House budget cut stood. Cole asked that some money be provided to hold the housing research staff together even if the program is stopped in its tracks. The amendment blocking public housing in Los Angeles and other places that have changed their minds should be omitted, he said. He promised to deal with such situations administratively to see that the will of Congress and the communities was carried out.

## HOW THE REPUBLICANS ARE TRIMMING HOUSING APPROPRIATIONS

AGENCY AND PROGRAM	TRUMAN BUDGET	GOP BUDGET	HOUSE ACTION
<b>Office of the administrator</b>			
Supervision and coordination.....	\$960,000	\$929,000	\$722,100
Slum clearance .....	2,185,000	1,985,000	1,585,000
Housing research .....	950,000	800,000	0
Advance planning .....	210,000	195,000	195,000
Programming .....	245,000	221,000	85,000
Total—salaries and expenses.....	4,550,000	4,130,000	2,587,100
<b>Housing loan programs</b>			
Alaska .....	85,000	78,000	63,750
College housing .....	450,000	400,000	225,000
Prefab .....	245,000	162,000	122,500
Total—housing loan programs.....	780,000	640,000	411,250
Construction of defense community facilities....	115,000	115,000	112,500
Capital grants, slum clearance and urban redevelopment .....	20,000,000	20,000,000	20,000,000
Maintenance .....	60,000	60,000	60,000
Nonadministrative under limitation.....	670,000	570,000	500,000
<b>Federal National Mortgage Association.....</b>	<b>4,600,000</b>	<b>4,200,000</b>	<b>2,300,000</b>
<b>Home Loan Bank Board</b>			
Board proper .....	775,000	775,000	775,000
Examining division (nonadministrative).....	2,085,000	2,085,000	2,085,000
Federal Savings & Loan Insurance Corporation..	455,000	455,000	455,000
HOLC liquidation (nonadministrative).....	24,661	24,661	10,000
<b>Federal Housing Administration</b>			
Administrative .....	5,900,000	5,600,000	5,045,590
Nonadministrative .....	28,050,000	27,500,000	27,500,000
<b>Public Housing Administration</b>			
Appropriations .....	11,300,000	9,600,000	4,948,000
Authorizations .....	4,300,000	4,300,000	4,025,000
Annual contributions .....	39,700,000	39,700,000	32,500,000
Nonadministrative .....	38,826,300	35,963,000	35,963,000
Number of low rent units.....	75,000	35,000	0



## Last remnants of Reg. X are wiped out by HHFA, restoring nothing-down VA loans

For homebuilders tied to government-backed financing and thus hogtied by the FHA and VA interest rate mess (p. 158) a few crumbs fell from the table last month: the last vestiges of Reg. X were canceled by HHFA Administrator Cole.

Where FHA or VA loans could still be found this might make sales a little easier. For VA loans, it restored the pre-Korea no down payment. It paved the way for lower monthly carrying charges by authorizing 25 to 30 years amortization of FHA loans and 30-year payoffs for GI mortgages instead of a 20-year limit on both.

But NAHB moaned that "these theoretical monthly savings will be possible only if private lenders are willing to extend credit for the longer periods." It labeled this a "big if," noted that "most lenders insist on repayment in even less time than required under the old FHA and VA rules."

**Peak rate savings.** Despite money troubles, homebuilding was still booming toward a big year. And builders could contemplate some new statistics pointing up basic ability to buy.

For instance, SEC reported that consumers made money faster than they spent it last year, set aside record postwar liquid savings of \$14.6 billion, compared with \$11.8 billion in 1951. The US Savings & Loan League and the National Association of Mutual Savings Banks reported continued record savings through the first quarter of this year, too (\$1.3 billion ahead of their net deposit increases in '52's first quarter).

This meant more funds available for persons wishing to buy houses themselves, or available for mortgage loans to finance purchases by other buyers.

**Debt up too.** Total outstanding consumer debt went up \$10 billion last year, the Commerce Dept. reported, to a new \$82 billion record. The net increase in mortgage debt on nonfarm one- to four-family houses, however, declined to \$6.3 billion, compared with \$6.8 in '51 and \$7.6 billion in '50. At the start of '53 home mortgage debt stood at \$58.2 billion.

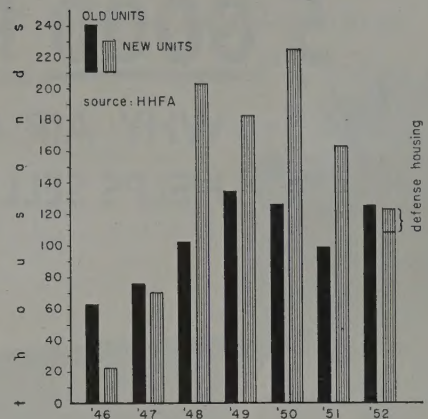
Last month brought the start of the 7 millionth new home in the US since V-J Day. NAHB symbolized the event by picking a \$9,750, two-bedroom, Cape Cod dwelling in Colorado Springs, erected by Rhue-Barker Builders, as house No. 7 million. The Colorado Springs HBA staged ceremonies at the house April 12. President William Smartt commented: "If other countries had such a good record of

home production there probably would be less world unrest. Good homes and full stomachs go a long way in relieving tensions in this atomic age."

**No peace fear either.** To reassure "some people in this country [who] are talking as though they were afraid of peace" Treasury Secretary George M. Humphrey, architect of the Eisenhower administration's fiscal policies, went on record before the annual Associated Press meeting in New York that the United States is virtually slump-proof. Said Humphrey: "There is no reason to fear peace. We are not headed for depression."

Labor was not so certain, stumbled all over itself on the peace or prosperity issue. With CIO economists concurring, AFL Research Director Boris Shishkin said "some production cuts and some factory layoffs can be expected as early as next fall" regardless of the outcome in Korea. Deflationary, "hard-money" Eisenhower policies are a mistake, they argued, will make home buying and construction more difficult, mortgage money scarcer and more costly, construction loans harder to get.

Oblivious to Shishkin's pitch, AFL President George Meany only two days later told a New York dinner in his honor that the AFL has no postdefense worries. He said there is such a backlog of undone work



**FHA MORTGAGES** covered 286,033 units last year, a 14% drop from 1951, the agency reported last month. For the first time since 1946, FHA insured fewer new homes (122,849) than existing units (123,345). And the new housing included 14,449 units of defense housing. FHA was not yet sure what caused the change. (The number of FHA apartments fell, too.)

there should be no unemployment from reduced defense orders. Meany said the country urgently needs great volumes of new schools, hospitals, roads, factories, low-cost housing and slum clearance.

**Design for selling.** For builders uncertain of how to keep up sales come peace or continued cold war, there were two encouraging suggestions. One came from former NAHB President Tom Coogan:

"The properly designed house is half sold when you start it. We are moving into an



### New York crowds jam Gimbels for co-op apartment sale

In January Gimbels' Philadelphia store met success in the nation's first department store effort to sell cooperative apartments. Last month, Gimbels tried it again in New York with spectacular results. After newspaper stories and full-page ads, the store one Monday morning put on display two completely decorated four-room and five-room model suites for an FHA 213 development planned in Bayside, Queens. Prospects were waiting outside at 8 a. m., an hour and a

half before opening. Before the day ended, 10,000 persons had flocked to the sales exhibit pictured above. The store signed up 150 couples the first day, took \$5 deposits from several hundred others for interviews later. Sponsors of the proposed 3,700-family project, billed as the largest cooperative apartment community in the nation, were Norman K. Winston-Holzer Associates. Winston also announced a 213 project of about 2,600 units last month for Chicago.



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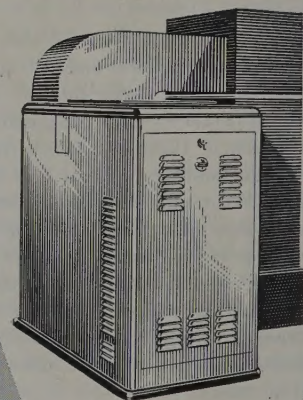
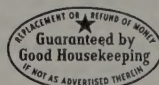
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Please send full details about the Chrysler Airtemp Comfort Zone.

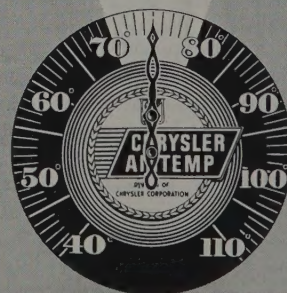
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Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## Comfort Zone





era when the builder has to give a new model every year or the word gets out that he isn't improving the house. I don't know whether it's good or bad. But it's getting to be like the auto industry where you have to change the grille and radiator and hub caps every year or you can't sell your product."

The second was the repair and remodeling market which the US Chamber of Commerce said might total \$6.5 billion a year, 50% more than government figures show. Said the Chamber: "Here is one area in which industry need have no fear of slackening demand."

## Los Angeles mayor loses election over public housing

Last year, although Los Angeles voters repudiated public housing by a sizable majority (59%), Mayor Fletcher Bowron continued to act in support of the city's proposed 10,000 unit public housing program. At one point, the rhubarb grew so heated Bowron landed a swing on a heckler (H&H, Oct. '52, News).

This month, as the mayor sought re-election to his fifth term, his opponents made public housing the chief issue—and won. For the first time in 20 years, a Los Angeles mayor running for office again failed to win a plurality in the primary balloting. The results:

Rep. Norris Poulson (R, Calif.)	211,247
Mayor Bowron	178,362
City Engineer Lloyd Aldrich	70,459

When Aldrich threw his support to Poulson, Los Angeles politicians figured anti-public houser Poulson was way out in front for the May 26 general election.

## Public housing race ban OK when facilities are equal

Efforts of the National Association for the Advancement of Colored People to prohibit segregation in public housing (H&H, Oct. '52) were stopped short last month in US District Court in Washington. Judge Alexander Holtzoff ruled that Negroes may be barred from US aided projects provided separate but equal facilities are available.

NAACP's suit, which had posed a serious threat for public housing anywhere in the South, was brought in the District of Columbia to enjoin top PHA officials from advancing funds for a proposed all-white project in Savannah on a site from which Negroes were to be evicted. PHA requested dismissal only on jurisdictional grounds, because the land is still uncleared, tenant selection not yet started. But Judge Holtzoff said Savannah Negroes were not deprived of constitutional rights because that city also provides all-Negro public housing.

## Baltimore ex-FHA chief indicted on bribery count; FHA industry advisory board named

The first thing Guy T. O. Hollyday did after he was sworn in as FHA commissioner April 16 was to appoint his predecessor, Walter L. Greene, as deputy commissioner—a post Greene held five years until last June.

Then Hollyday, a Baltimore title insurance executive and former (1946-47) president of the Mortgage Bankers' Assn., settled down amid the rich green leather of the commissioner's triangular office on the fifth floor of Washington's FHA building for a try at giving the 20-year-old housing agency a shot in the arm.

**Industry advisors.** Two weeks later, the first Hollyday change appeared. HHFA announced appointment of an adroitly balanced six-man industry advisory committee for FHA. Its members included some of housing's brightest thinkers: Chairman James W. Rouse, Baltimore mortgage banker; Builder-Realtor Fritz Burns of Los Angeles; Builder Phil Klutznick of Chicago, former chief of the federal public housing administration; H. J. Mendon, vice president of the California Bank in Los Angeles; President Walter Gehrke of Detroit's First Federal Savings & Loan Assn.; and E. A. Camp Jr., vice president and mortgage specialist of Alabama's Liberty National Life Insurance Co. The committee's job: propose changes in FHA rules and procedures to help it serve the housing industry better.

Actually, some other imminent FHA changes would not be much of Hollyday's making. By long custom, FHA's 72 district directors are political appointees. Many of the Democratic incumbents could look forward to being replaced by Republicans who got the nod of those in control of political patronage. Even before Hollyday's nomination, Republican appointees were named to head FHA offices in Philadelphia and Grand Rapids, Mich. (H&H, Apr. '52, News).

**Two new directors.** Two more district FHA directors were named last month.

► For New York: dapper Realtor William Adam Schulz, 49, a veteran civic and Republican organization worker in Queens who twice ran unsuccessfully for Congress. Schulz, twice president of the Queens division of the Long Island Real Estate board, succeeded Harold M. Clay. Clay, a Democrat, who had held the post since 1948, resigned in March to enter private business.

► For Baltimore: Attorney Stratford Eyre McKenrick, 39, slow-spoken ex-lieutenant colonel who has specialized in realty and

title law since returning from the Army five years ago.

Baltimoreans considered McKenrick's appointment standard politics. Although a Democrat, McKenrick headed the Baltimore County Citizens' Committee for Eisenhower (Guy Hollyday—also a Democrat—headed the Baltimore city committee). Last December, McKenrick switched his registration to

Fabian Bachrach



McKENRICK



SCHULZ

Republican. His appointment was sponsored chiefly by GOP Sen. John Marshall Butler, approved by Sen. J. Glenn Beall and Gov. T. R. McKeldin.

McKenrick's chief job would be to restore confidence in the integrity of FHA in Baltimore. His predecessor, E. Lester Muller, 63, who resigned under a cloud in February, was indicted by a federal grand jury last month on charges of accepting a \$1,000 bribe from two builders to influence "matters then pending before him in his official capacity."

Two other former FHA officials and the two builders were indicted with Muller. J. Hamilton Walker, former Baltimore chief architect, was accused of falsely telling FBI agents that he never gave preferential treatment to builders, and did not know that preferential treatment had been accorded to contractors by FHA employees in Baltimore. Builders Harry Bart and Albert Stark were accused of depositing \$1,000 in Muller's bank account to influence him. Bart also was charged with perjury in telling FBI agents under oath that he never gave any money to an official or employee of FHA. Raymond M. Miskimon, former FHA inspector, was charged with falsely swearing he never had contacts with Stark.

**21-day Florida row.** A problem that did land in Guy Hollyday's lap involved Florida sanitary officials and state FHA men. Late in March, without warning, State Sanitary Engineer David B Lee canceled a 15-year-old policy of approving percolation tests, septic tank or sewer systems and individual water supply systems for FHA projects. Without the health board certi-

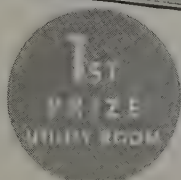
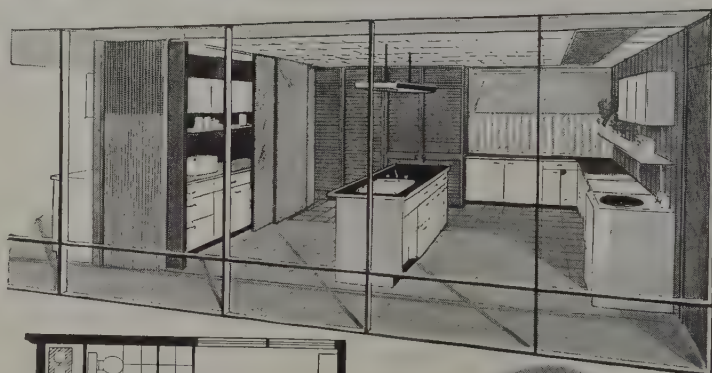
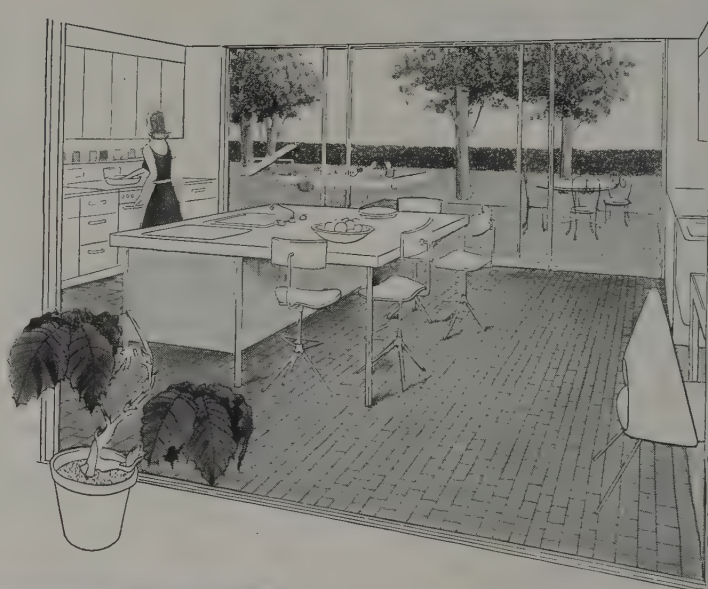
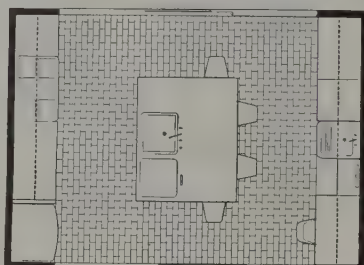


# Prize-winning kitchen and utility room from Crane's architectural competition

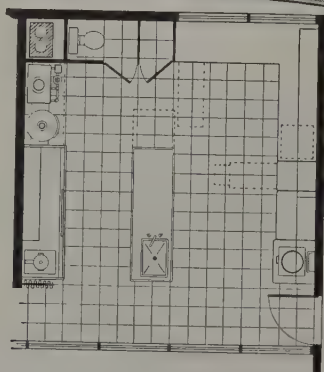
*New room ideas that help sell homes*



**First Prize Kitchen** for home in any price range—Richard C. Brigham, Cambridge, Massachusetts. Crane fixtures include counter-top sink, Duraclay laundry tub and Crane-Line wall, base, and utility cabinets.



**First Prize Utility Room** for home in any price range—Donald H. Panushka, Birmingham, Michigan. Crane fixtures include Duraclay Laundrette, Crane-Line Superior water heater, Crane cabinets, and Crane water closet.



Crane's national architectural competition was held to bring out new ideas in room planning—ideas to make homes more attractive and appealing to buyers, easier to sell.

Working for generous cash awards, nearly 500 architects and draftsmen applied their best thinking to the job, turned in dozens of prize-winning ideas like those illustrated here.

Right now, the best of these ideas are being set up as actual rooms, with all equipment in its proper place and all decorating done. As soon as possible, full details of these rooms will be provided for your use.

Meanwhile, 46 similar room ideas are already available in the big Crane Sketchbook of Ideas... a valuable and helpful book that is free—yours for the asking—at the office of your Crane Branch or Crane Wholesaler. Get your free copy today.

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cation, FHA refused to issue either preliminary or final loan commitments. FHA projects in Florida tottered toward a standstill. After 21 days of mounting protests by builders, labor unions and merchants alike, the Miami area solved the problem when Dade County commissioners ordered

the ill-equipped county health department to take over certification. Elsewhere in Florida, the tie-up continued until April 27, when Hollyday persuaded Florida health officials by long-distance phone to resume certifications pending a powwow with top FHA technicians.

## Air-conditioning producers forecast record sales; builders ask more aid selling FHA

Where does air conditioning go now?

In sales, the answer seemed last month to be up into the stratosphere. Last year, sales of central conditioning units for new and old homes totaled about 20,000. About 410,000 room conditioners moved off retailers' shelves. For this year, manufacturers were talking optimistically of producing as many as 75,000 central units for homes and from 700,000 to 1 million room conditioners. In retail sales, forecast President Cloud Wampler of Carrier Corp., biggest in the field, air conditioning may well approach \$2 billion this year. If so, it would be a whopping 50% gain from last year, when the industry's retail sales are generally figured at \$1.25 billion (including about \$100 million of ice makers, freezers and frozen-food cabinets).

Other signs of the boom: General Electric's air-conditioning division reported its "best first quarter on record." Chrysler Corp.'s Airtemp division said first-quarter

demand was so strong it was doubling a planned 25% increase in production.

**Research hurdles.** In research—the long-range key to developing the market—air conditioning still faced a lot of hurdles. A conference of 200 air-conditioning experts April 24-25 at Lehigh University heard Research Chief Walter Grant of Carrier Corp. name the most important.

► "How do you air condition the kitchen where tremendous cooking heat is generated?"

► "What has to be done with bathroom design to prevent humidity from showers, etc. from putting an undue load on the air conditioner?"

► "How do you air condition a dining room where a dozen or more people gather for dinner and concentrate a load on the air-conditioning unit for only an hour or so?"

**A needle from builders.** Outspoken Ned Cole, the Austin, Tex., architect-builder, needed the air-conditioning industry in behalf of builders for more help. Said he: "Homebuilders are clamoring for

air conditioning. The public wants it, but the industry is holding up the bandwagon." Cole demanded a "one-stop installation" to replace the chaotic and expensive installations that stretch on for weeks. He asked for prices lower than today's \$500 a ton, and more aid from the industry in selling air conditioning to FHA.

Prof. M. K. Fahnestock of the University of Illinois surprised the conference by insisting that "exhaustive experiments" show people want inside summer temperatures no higher than 76° or 77°. Up to now, most air-conditioning makers have insisted equipment to reduce the temperature to 80° was adequate. Cracking back at Cole, Fahnestock urged the building industry to "make an attempt to learn a little about air conditioning." He snapped: "So far, architects and builders want everything handed to them on a platter. We have had an awful lot of trouble, especially with architects, getting them to take advantage of excellent research." Fahnestock said too many designers still use 2" and 3" insulation, when 4" is needed, costs almost no more.

## BOCA adopts first code rules covering plastics

Rapid development of structural plastics of diverse physical and fire resistive properties has created an "emergency situation" requiring prompt controls according to a

## Denver engineer invents novel calculator that shows how the sun will hit a house

One of the most laborious computations architects face in designing houses is how a slight change in orientation will affect the amount of sun coming through a window, or calculating the size of the perfect overhang. Last month, Hoyt Rust, a retired Denver electrical engineer turned home planner, took the wraps off a machine that reduced the problem to push-button simplicity.

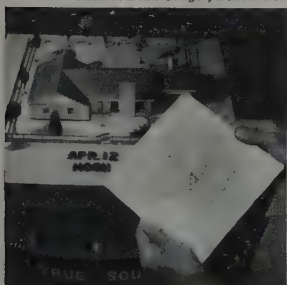
On roller bearings, Rust mounted a turntable marked off in 360°, replaced the center with a sheet of glass. Beneath it, he laid translucent paper

lined in 1/4" squares to correspond to the scale of a model house. Above the turntable, he arched a beam graduated into hours of the day and pivoting to denote latitude and season. On the arch he mounted a lamp to represent the sun. Under the table he set a mirror at a 45° angle. When the "sun" shines on a model house (with a translucent roof)—it also shines through the glass top and ruled paper, projects a black and white image of how the house will look at the selected hour and day,

including the distance of sunlight penetration through each window.

Rust got his idea from Libbey-Owens-Ford's sun angle calculator (FORUM, April '51, News), which permits quick computation of how sunlight will strike buildings in latitudes between 24° and 52° north. Many a Denver architect figured Rust's invention would simplify explaining orientation problems to clients. Said Architect Dudley Smith: "The saving in work could be immense." Said Prof. Cal. Briggs: "This is the simplest device I ever have seen to aid in solar orientation."

Photos: Dean Conger, Denver Post







Entrance to Mr. Henry Doelger's smart new Westlake project. One of California's largest building efforts, planned to contain over 10,000 family units, Mr. Doelger's Westlake will be an entire new "city."

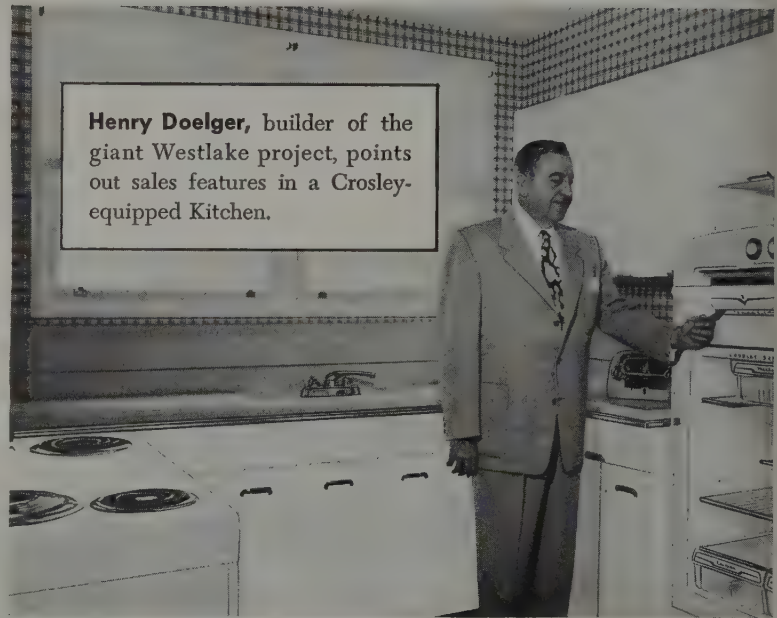
# HENRY DOELGER BUILDS A "CITY"... AND CROSLLEY KITCHENS HELP SELL IT!

Building a 10,000-home project—virtually an entire "city"—at one time, is nothing unusual for Henry Doelger. He's one of the biggest and most successful builders in America today.

Henry Doelger knows from experience the value of completely equipped, quality kitchens in mass-selling homes. That's why he's depending upon Crosley to help cinch sales in his new Westlake project in California.

Moreover, Mr. Doelger knows that Crosley products not only sell prospects but keep them sold as well. Crosley equipment is engineered for durability... "kitcheneered" to fit into compact work-saving units that buyers learn to appreciate more and more every day. And that's mighty important to a builder's reputation.

So take a tip from this "dean" of the building trade—Mr. Henry Doelger. Let Crosley's Kitchen experts help you plan a kitchen with real built-in sales-appeal and buyer satisfaction.



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as two-area heating in surface units and completely automatic ovens. What's more, you provide plenty of finger-tip storage space when you install Crosley Wall and Base Cabinets... and Crosley Kitchens can be designed to fit the floor plan you have available. And remember, Crosley will help you plan your kitchens.

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committee report in March to the Building Officials Conference of America. Result: BOCA's annual convention in Dallas April 6-9 adopted the first approved requirements for plastics in any major building code.

For approval, plastics must "meet the strength, durability, sanitary and fire resistive requirements of the [BOCA] Basic Code and accepted engineering practice." They must burn no faster than  $2\frac{1}{2}$  in. per min. when subjected to the American Society for Testing Materials standard tests for flammability, must be listed by the Plastic Materials Manufacturers Assn. or the Manufacturing Chemists Assn. Inc.

**NBFU chided.** Keeping abreast of the trend to open-deck parking garages, BOCA also approved steel structures up to six floors high and 30,000 sq. ft. in area provided employees are trained in fire fighting and the public is not allowed above the ground floor. In doing so, it broke with many insurance and municipal officials who have demanded enclosed construction or five-floor, 10,000 sq. ft. limits.

Garage fire risks have been exaggerated and insistence on enclosed walls has been "unrealistic," said outgoing President Joseph P. Wolff of Detroit. Open-air parking is just one of the steps BOCA urges to get rid of outdated, antiquated codes that stymie city growth and often cause corruption through their evasion, added incoming President Arthur J. Benline, technical director of the New York State Building Code Commission. Codes urged by the National Board of Fire Underwriters are too harsh, Benline declared, and fire insurance officials often push through codes without regard for building costs or real fire danger.

Among 89 other changes approved in the Basic Code was a lowering of minimum residential floor-to-ceiling heights from 8' to 7'-6" for the first floor and from 7'-6" to 7'-4" for upper stories.

**Progress toward unity.** After BOCA'S sessions, the Joint Committee on Building Codes representing the nation's nine principal code organizations held a two-day meeting. It approved two statements of principles covering recommended administrative powers and procedures for local building code officials, and encroachments on public property authorized during construction.

JCBC also was informed that American Standards Assn. has incorporated some of its recommendations in its new *Standards for Design Loads for Construction*.



BENLINE

## Coogan goes to France to begin Armed Forces housing built with French capital

Thomas P. Coogan, the armed forces housing chief, sailed for France last month to get the latest scheme for housing soldier families abroad underway.

With him, he took the necessary approval of Senate and House Armed Forces committees for the US to guarantee 95% occupancy of 2,000 apartments for five years. With that, Coogan expects to woo French capital into building two- and three-bedroom units from 750 to 900 sq. ft. at FHA-like standards in six French cities: Chateauroux, Orleans, St. Nazaire, Chaumont, Toul-Rosures and Bordeaux. He hoped for some occupancy by winter.

If all went well, the family housing might not cost US taxpayers anything except for administrative costs. Rents paid by soldier-occupants—perhaps \$125 a month for a 900 sq. ft. unit—are to amortize the construction cost to a point where the much lower level of French rents can support the projects when the US guarantee expires. But Congress last year appropriated a \$100 million rental umbrella in case of vacancies.

The three- and four-story walk-ups such as Coogan envisioned for the pilot French project would take care of US servicemen's needs at bases in populous areas. For remote spots, Coogan hoped to erect relocatable housing. Despite a protest from the Green Lumber Co. of Laurel, Miss. the Congressional committees approved pur-

chase of 200 foreign prefabs to begin that phase of the plan. But for the moment, Pentagon brass held up the prefab program.

## 5% escrow withholding urged as builders' warranty

Pressure for a federal warranty on new houses bought by veterans rose closer to the boiling point. After a series of hearings on shoddy construction in his home state Rep. William H. Ayres (R, Ohio), chairman of a House veterans affairs subcommittee, proposed the most drastic plan offered Congress to date.

Ayres urged a law to force VA or the mortgage lender to hold back 5% of the appraised value of the house from the builder for six months after completion, "until a final inspection disclosed no serious defects." So far, Ayres had no details.

To help stave off VA and FHA warranty legislation Miami and Milwaukee homebuilders inaugurated voluntary guarantee programs. As a condition of membership, the Home Builders of Greater Miami last month required builders to give a one-year warranty against defective workmanship and materials for plumbing, heating and electrical systems, roofs and septic tanks, provide service on other components of the house. Milwaukee Builders' Assn. members started issuing written-six-months service assurance policies.



**DETROIT BUILDERS** joined the ranks of home-builder organizations bonding members for \$100,000 each to guarantee the public against loss of deposits by fraud (but not by business failure). Building industry and government officials examining the bonding contract between Lloyds of London and the Builders Assn. of Metropolitan Detroit were (l to r): standing, Frank Laurens, Bureau of Credit manager, Building Commis-

sioner Joseph P. Wolff, General Counsel Irving Yackness, Chief Asst. Prosecuting Attorney Ralph Garber, VA Chief Appraiser Herbert D. Benson; seated, William J. Guinan, former association executive director, President M. M. Robinson, Prosecuting Attorney Gerald K. O'Brien, Acting Detroit FHA Director Harry M. Steffey, and General Manager H. I. McEldowney of the Better Business Bureau.



# Builders fret at go-slow approach to housing changes; MBA proposes sweeping reforms

Nearly everybody was getting into the housing policy act last month. As the Eisenhower administration began coming to grips with the complex problem of restudying and rewriting the nation's basic housing laws, it was confronted with more and more advice both from inside the industry and out of it. The principal developments:

► Realizing it will be difficult (if not impossible) to push any major housing legislation through this session of Congress, NAHB started a six-week round of meetings in 200 cities to build up grass-roots support for its 1953 program (H&H, Mar. '53, News). Chief objectives: 1) a raise in VA and FHA interest rates to make mortgage money flow better, and 2) drastic reduction of FHA down payments. (Sample: cut the down payment on a \$12,000 house from \$2,400 to \$1,200.)

► The Mortgage Bankers' Assn., in a 17-page pamphlet, proposed drastic changes in government housing programs. Among them: stop public housing cold pending a complete restudy of the proper federal role in slum clearance (the House promptly voted to do so—p. 37); a "complete reorganization" of HHFA; reorganize the Federal National Mortgage Assn. "looking to eventual ownership by private industry"; write a new subsection of FHA Title I for rehabilitating rundown housing with a \$7,000 insurance ceiling and 20-year maturity; merge VA and FHA appraisals, credit examination and property inspection to reduce the "enormous" needless "delay, confusion and cost" in the present parallel systems. Because bankers fill so many high posts in the Eisenhower administration, and because mortgage bankers have a direct pipeline to the White House, MBA's proposals took on significant weight.

► At least five official studies of how to reorganize housing activities were proposed, beginning, or underway. The President's advisory committee (the so-called Rockefeller committee) was submitting one report. Two Congressional committees were delving into the problem and one had hired the Brookings Institute to make a survey.

A fourth investigation would result from a 25-member Commission on Governmental Functions and Fiscal Resources proposed by Sen. Taft and Rep. Halleck, the majority leaders, with presidential support. The commission, certain of Congressional approval, would concern itself particularly with federal grant-in-aid programs, including redevelopment and public housing. Its final report was due next March 1. Finally, HHFA Administrator Albert M. Cole was under White House directions to study government housing agencies (though not to duplicate the work of the commission). His report was not expected before next year, either.

Though NAHB leaders had so far refrained from attacking the wisdom of Eisenhower's "let's-have-a-commission-study-the-problem approach" many of them were privately critical of the delay involved. NAHB expressed its concern in tactful language in its Washington Letter: "To maintain construction at or near our present volume, industry observers recognize the need for early enactment of legislation to modernize our financing tools. The 6- to 24-month time lag between initial planning and ultimate production of housing requires that such changes be effected as soon as possible in order to be reflected in starts in 1954. Some legislators and others in government have expressed the opinion that, if housing starts begin to decline, that will be the time to administer the necessary economic hypodermic. In-

dustry members point out that, if such first aid is delayed until 1954, it would not take effect until 1955. Historically, political fortunes stand or fall with the economic well-being of the country. If the \$11 billion homebuilding industry is being depended upon to help sustain the economy through the 1954 elections, legislative steps must be taken a full year or more in advance of any downturn."

**Frustrated buyers.** To bolster its argument that Congress should act this year, not next, NAHB polled 1,500 of its 25,000 members, reported this result: 1,440 of them had met difficulties ranging from "slight" to "critical" in the past six months in finding nonvet buyers with enough cash to meet FHA downpayments. Just over 60% of would-be buyers, charged NAHB,

were turned away for lack of cash. The builders also fired a blast at FHA appraisals—a subject on which more and more builders have been complaining to House & HOME in recent months. Said the association: "The most frequently voiced complaint from the reporting builders was that FHA valuations on their homes were based on out-of-date cost standards used by the agency. As a result, down-payment requirements in many cases are boosted even further beyond the average family's reach."

Besides an interest-rate hike and lower down payments, NAHB had four other planks in its 1953 platform: 1) more liberal FHA loans for renovation of trade-in homes, 2) liberalized home repair loans to encourage modernization of older property, 3) slum rehabilitation through strict code enforcement, 4) faster urban redevelopment where slums are too bad for rehabilitation.

**Joint MBA-NAHB policy?** One of the most hopeful portents in private industry's effort to revamp housing laws was a decision by NAHB and MBA leaders to try to reconcile their separate housing recommendations into a united program. How far the attempt would get remained to be seen. But if the housing industry was ever to overcome its splintered factionalism which drives costs up and helps retard technological progress, this seemed a likely place to start.

Except for its position on Fanny May, MBA's views on housing did not appear too far away from those of homebuilders. Some MBA opinions:

**Public housing**—should be restudied to see if "the original objectives" have been fulfilled, whether they are "still valid," whether conditions are such that "the program should be abandoned or altered."

**Redevelopment**—"is primarily the responsibility of the housing industry and of the states and cities." Federal aid should be "limited" and "promote a maximum of local initiative and a minimum of federal direction and control."

**FNMA**—something like the present agency is "required to provide a true secondary market," but Fanny May should sell its assets to stay in business, be given no more money by Congress as it is reorganized toward private ownership.

**Housing research**—Statistics on housing starts and characteristics compiled by the Bureau of Labor Statistics are the government's first responsibility. BLS should have more money, because "there are serious doubts as to the adequacy of the available statistics now being compiled."

**FHA**—Title I, Sec. 8 should be revised to permit loans up to \$7,000 (present ceiling: \$5,000), in addition to a new subsection for rehabilitation. The ceiling on Title II loans should be hiked to \$20,000 and varying down-payment requirements in Title II sections should be equalized. FHA should consider higher origination and servicing fees in re-



mote areas, based on its own survey of what such costs are. Underwriting practices on Sec. 207 (low-rent housing) should be "simplified and made more realistic." Under Sec. 203, FHA should issue dual commitments, one on the house as is and another based on what it will be after renovation. "The principle of open-end and package mortgages should be adapted to FHA operations." Combining FHA and VA appraisal, credit examination and property inspection might save builders \$200 per house, which is the extra cost of working with two agencies. Congress should require VA to use FHA's underwriting facilities.

**Direct loans opposed.** The US Savings & Loan League demanded an end to direct VA mortgage lending. President Charles L. Clements called "absurd" the spread of direct loans to 84% of the nation's counties (H&H, Feb. '53, News), especially for a program that was ballyhooed as a "standby" when enacted in 1950. Said Clements: "With an economic interest rate and cooperation between lenders and the VA, we think GI loans would be made privately in all areas."

What could the industry expect to come out of the welter of voices? Most of the answers lay in Congress, whose leaders

cannot farm out basic decisions to commissions. Sen. Taft was already on record as doubting "whether we need a housing administrator." To his views could be added important clues embodied in a thoughtful statement of housing problems by Rep. Jesse Wolcott (R, Mich.), chairman of the House banking committee who was steadily growing in prestige as the chief shaper of GOP housing legislation.

Talking to the American Bankers' Assn. in March, Wolcott said that under the Republican policy "to restore free enterprise," it is implied that "government is going to get out of the housebuilding business." Said he: "HHFA is rather a hodgepodge of authority emanating from conflicting emotionalisms. It could easily be cut back to size. . . . If it is desirable to create a secondary mortgage market, we will help create it; but we will not make a secondary market a primary market." Better use, he thought, might be made of Home Loan Banks. On credit, he observed: "We don't see any logic in making real estate credit so easy that it finally becomes so abundant we have to institute controls to restrain it."

## Urban Land Institute urges redevelopment be divorced from housing, much expanded

Prompted by the new administration's studies of housing policies, the Urban Land Institute last month suggested three plans for revamping HHFA's division of slum clearance and urban redevelopment, urged a major expansion rather than any curtailment of federal grants to cities under Title I of the Housing Act of 1949.

Surprisingly, ULI's position differed from the views of NAREB, its parent organization. Last November, NAREB President Joseph W. Lund urged outright repeal of Title I. He explained: "In any federal grant-in-aid program 50¢ of each \$1 is thrown away in bureaucracy; it gives the US control over city governments."

**Cities aid nation.** Said the realtors comprising ULI: "It is through the commercial and industrial activity of the city that the nation derives most of its strength. . . . [Unfortunately Title I's] tie to housing has continued to the detriment of urban redevelopment." Therefore, Title I "should be broadened" to provide more, easier federal assistance for projects involving commercial and industrial districts. Congress should end the rule that areas must be predominantly residential either before or after redevelopment to qualify for federal funds.

Because redevelopment involves far more than housing, federal help never should have been incorporated in a housing

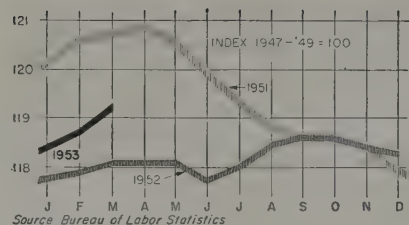
act, said ULI. "The agency to whom they [cities] look for assistance, geared as it is to the field of housing, is ill-equipped by either legislation, or philosophy, or experience to evaluate the cities' proposals in any but the housing fields." ULI ventured these possibilities:

- ▶ 1. A federal Department of Urban Affairs consolidating agencies concerned with the economy of cities. This would be a counterpart of the Department of Agriculture. "It is unlikely, however, that the nation is as yet ready or willing to move in this direction," philosophized ULI.
- ▶ 2. Complete reorganization of HHFA into an Urban Development Agency, in which redevelopment would be accorded "its proper place with respect to its constituent elements including commercial, industrial, residential development and public uses."
- ▶ 3. Shift HHFA redevelopment to the Department of Commerce, which has historically been identified with urban planning and zoning, and already has the principal agencies concerned with other urban problems: the Census Bureau, Bureau of Public Roads, Civil Aeronautics Administration.

## Prices continue to rise; steel hike in the offing

Materials prices were still rising slowly the third month after decontrol.

Southern and northwestern lumber were both up, but the Pacific Coast producers said it was a moot point whether the



**MATERIALS PRICES** began to reflect effects of price decontrol, rose to an average index of 119.2 for March. This put them equal with the BLS' July, 1951, average, although their range in the entire intervening 20 months never exceeded 1.4 points. The March rise stemmed from a fairly wide range of increases, but mostly lumber, cement, plumbing item advances.

stronger demand stemmed from the spring construction pickup or extra orders based on the threat of a strike by CIO woodworkers. Two weaknesses underlay their market: a mild winter kept production high; Canadian mills have been flooding the East with speculative shipments of construction grades up to \$4 under domestic prices.

Basic steel prices remained unchanged, but quotations for special items were being advanced, and demand was heavy in anticipation of a general increase soon that might average somewhere from \$4 to \$7 a ton.

Copper prices were sliding after their decontrol jump from 24½ to 32¢ a pound. Last month, the price drifted back to an average of about 30¢, was expected to decline still further as the result of temporary government stockpiling.

A very early BLS report from Atlanta at month's end (based on April 15 data) said building materials prices there advanced "slightly," 15 of 44 items showing increases from March 15, while five declined, 24 were unchanged. The latest national BLS index was up 0.5 points (see chart), its second sharpest month-to-month gain in two years.

## US asks full repayment on H-bomb dormitories

Dormitory housing for Savannah River H-Bomb project workers never achieved more than scant occupancy (H&H, Sept. '52 et. seq.). Instead it spawned a plethora of lawsuits. Last month Lyles & Lang Construction Co. was suing for \$1.3 million of unpaid claims from E. I. du Pont de Nemours, AEC's prime contractor.

But du Pont, on behalf of the US, counterclaimed for the entire sum of about \$1.9 million paid to Lyles & Lang for erecting the dormitories in 1950-52, or at least everything over actual costs. The government-du Pont suit charged Lyles & Lang with an unauthorized joint venture operation that hiked costs unreasonably.



## McGill conference studies industry integration efforts

At McGill University in Montreal, some 260 town planners, realtors, lenders, architects, engineers and builders gathered for a Construction Industry Integration Conference. Their objective: how to achieve lower costs and better structures by promoting greater coordination among the chaotically diversified interests concerned with construction?

In two days, more than two score speakers catalogued the historic disadvantages stemming from the industry's loosely coordinated nature. Sample: by Chicago Architect John T. Holsman, "The industry is a conglomeration of small units, small efforts; each project starts and ends with itself."

If stating the problem was easy, solving it was not. Almost everyone agreed that much coordination has developed where practical, and support would be forthcoming for almost any idea for more integration that promised tangible benefits.

**Elusive goal.** But except for unqualified approval for increased technical research few specifics emerged. The conference adopted a resolution requesting McGill, the United Nations, the Pan American Union and the Building Research Advisory Board to "take the lead" in formulating programs to spur the ideal. It appeared further integration would continue to come more by evolution and judicious marriages than by any long range blueprinted breeding programs.

**House vs. auto.** But if the conference worked no magic with one of construction's oldest problems it shed light on the shape of the task ahead.

Commented Gerry Golden, Sun Life Assurance Co. of Canada mortgage officer: "Since 1939 the price of a great many manufactured articles where there has been a great deal of integration has about doubled . . . whereas the price of a small house has about tripled. Whereas [today's] auto is a far better one than [1939's] . . . it is possibly open to question whether the house can claim the same distinction."

Said Detroit Planning Commission Director Charles A. Blessing: "In Detroit the average family income is approaching \$5,000. It seems that very few people have a car more than two years old. . . . In 1937 the city acquired a 300-acre tract and private homebuilders were extremely careful and active seeing that this was reserved for their [redevelopment] participation. They were going to demonstrate what pri-

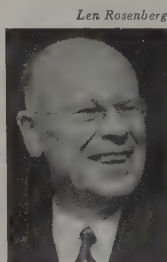
vate initiative could do. There are still 100 bare cleared acres waiting for a [first] backer."

Explained President E. V. Gage of the Montreal Builders' Exchange: "The public would rather have a good car than a good home. That's all it amounts to." And from a teacher's plea for cheaper construction of

more schools of functional design Gage was moved to report his own thoughts after inspecting one of Montreal's newest, most elaborate high schools: "Are we doing right building such schools as this? Half of the children coming to this school are going to be dissatisfied with their homes when they go back."

## PEOPLE: William A. Clarke and Wallace Moir to head MBA for 1953-'54; NAREB membership reaches 50,000 mark

Vice President **William A. Clarke** of Philadelphia was nominated as next year's president of the Mortgage Bankers Association of America. For vice president, MBA nominated **Wallace Moir** of Beverly Hills. The nominations are tantamount to election at



CLARKE



MOIR

the MBA annual convention in Miami Beach next November. Clarke, president of W. A. Clarke Mortgage Co. is regarded as one of the nation's shrewdest mortgage market analysts. He was a Federal Reserve consultant on Regulation X credit controls and in recent years has often been MBA's principal spokesman before Congressional committees. He will succeed **Brown L. Whatley** of Jacksonville, Fla. Moir served with the Army Engineers in World War I, established his own mortgage business in 1927. He is a director of California Trust Co. and former president of the Los Angeles Economic Round Table.

Not often perplexed, Builder **William J. Levitt** announced he was stumped last month. As a result, he postponed plans for 1,500 \$18,000 homes in the Middletown Township portion of Levittown, Pa. Source of confusion, said Levitt, was the possibility Middletown would not cooperate with the Lower Bucks County Joint Municipal Authority, which has been taking over the water and sewage systems installed by Levitt, but would insist that its own authority operate the facilities in Middletown. Said Levitt: "I am bewildered and would like to become unbewildered. We won't go ahead until we know what's going on."

Shattering tradition, Chicago AFL plumbers appointed two youthful business

agents last month at salaries of \$15,000 each. They were **John J. O'Connor**, 24, and **James S. Finn**, 26. Both were sons of plumbers, post-World War II apprentices.

**Charles M. Mortensen**, 42, managing director of the Producers' Council since 1947, resigned to join the US Chamber of Commerce staff in Washington. He will work with **Henry P. Fowler**, manager of the chamber's trade association department until Fowler retires in August, then succeed him. Omaha-born Mortensen began his career as field engineer for the Iowa State Planning Board, later was public relations man for Structural Clay Products Institute and California regional engineer for the American Iron & Steel Institute.

Former NAHB Executive Vice President **Frank W. Cortright** now operating in Sacramento, Calif. with Builder **Earl Smith**, established a consulting service in the San Francisco Bay area and became administrative director for the Mobilhomes Research Institute of America. **Maud B. O'Neal**, former editor of NAHB's Correlator was named its merchandising director.

To NAREB, **A. L. Canaday** of Newberg, Ore., was a milestone: its 50,000th active member. Arkansas-born Canaday, now 55,



CANADAY

first tried his hand in real estate in California in 1932-35. During World War II he operated a machine shop in Newberg (pop. 3,946) and farmed on the side, but high blood pressure and a weakening heart demanded a shift to less strenuous work. In 1948 he obtained an Oregon broker's license, on Feb. 5 joined the Yamhill County Realty Board "because I felt if the profession was to really establish its integrity everyone should belong to the association and make the ethics count for something." From his office-home he conducts a general realty business, mostly in farms and houses.

State realtor leaders, taken by surprise



at NAREB's announcement of Canada's rank, planned an appropriate ceremony to mark the event this month. Membership Chairman **E. Fred Kemner** of Philadelphia noted that at 50,000 the NAREB membership (largest trade group associated with building) was now double that of 1945, five times greater than in 1935. Next largest: NAHB (26,400) which split off from NAREB 11 years ago.

**NAMED:** President **John D. Biggers** as chairman and Executive Vice President **George P. MacNichol, Jr.** as president of



**BIGGERS**



**MACNICHOL**

Libbey-Owens-Ford Glass Co.; **William Adams Delano**, FAIA, designer of many city and country houses here and abroad and of the US Embassy in Paris, the Japanese Embassy in Washington, member of Delano & Aldrich since it was founded in 1903, as the recipient of the Gold Medal of the AIA; **Talmadge C. Hughes**, executive secretary of the Detroit AIA chapter and the Michigan Society of Architects, as chairman of Michigan's board of registration for architects, professional engineers and land surveyors, succeeding **Wells I. Bennett**, FAIA, dean of Michigan University's college of architecture and design; Vice President **George H. Schmidt** as president of Baltimore's Title Guarantee Co. succeeding **Guy T. O. Hollyday**, new FHA commissioner; **Richard D. Hudson**, Montclair, New Jersey and Florida homebuilder, as NJ Home Builders Assn. president succeeding **Raymond E. Hanley** of Camden; **C. Eugene Stephenson** of New York as president and **H. Clifford Burroughs** of New Canaan, Conn. as board chairman of the American Institute of Decorators; **Wilfred Sykes**, chairman of the executive committee of Inland Steel Co. as chairman of the Chicago Housing Authority succeeding **Wayne McMillen**, resigned.

Three months ago New York City Sanitation Commissioner **Andrew W. Mulrain** said his city's streets and sidewalks were "perennially filthy" and "in Manhattan the public street is a public dump." Last month, when Novelist **Edna Ferber**, arriving home from Europe, called New York the "most disgustingly filthy" city in the world, "a scab on the face of our country," Mulrain

changed his tune: an "insult" to his 10,000 sanitation workers, the commissioner complained. Air Pollution Commissioner **Leonard Greenburg** ruefully admitted Miss Ferber was "correct to a certain extent" about being unable to open her Park Ave. windows because of airborne soot and dirt, but said: "Many places are worse."

An out-of-court settlement last month resolved a fee and services dispute between Architect **Cliff May** and San Francisco Homebuilders **Stern & Price** over the use of May's Cupertino House designs (H&H, Oct. '52), which won two NAHB awards for homes costing less than \$10,000 (two-bedroom model) and homes between \$10,000 and \$15,000 (three bedrooms). In cross suits May sought declaratory relief and interpretation of his contract, contended he was engaged only to design the prize-winning models being mass produced by the builders in suburban Cupertino. The builders sought \$1,500,000 in damages, claimed they had the exclusive right to May's services in northern California. Under the settlement May and his Los Angeles associate **Chris Choate** received fees totaling \$45,000 for their copyrighted Cupertino design, were under no restrictions in providing professional services to other homebuilders except in Santa Clara County and part of Alameda County.

Since January, when Harvard picked Architect **José Luis Sert** to succeed **Joseph Hudnut** as dean of its school of design this fall, the world of design has been waiting for changes. Last month, it had the first guarded word from Town Planner Sert

himself. In his first Harvard speech, Sert announced that if money is available, he will reintroduce **Walter Gropius'** famed "master course" in design, scrapped in the conflict between Hudnut and Bauhaus-founder Gropius, who resigned a year ago as Harvard's architecture department chairman. Sert said he thought three types of architects should be developed: the researcher, the builder and the city planner. "Functionalism alone is a blind alley," said he; instead, architecture must use the combined resources of the plastic arts to "embody a way of life."

**DIED:** **Lawrence Wolfe**, 62, FAIA, designer of many Pittsburgh residences, churches and institutional buildings, former AIA Pittsburgh chapter president, March 10 in Pittsburgh; **Henry D. Bates**, 86, founder in 1893 of The Brick-builder, later renamed ARCHITECTURAL FORUM of which he was publisher for about 10 years, March 21 in Concord, Mass.; **Martin C. Huggett**, 76, executive vice president of the Chicago Metropolitan Home Builders Assn., former senior architectural examiner for FHA in Chicago, March 27 in Chicago; **J. Truman Streng**, 56, Urban Land Institute trustee, Appraisal Institute governor and vice president of Massachusetts Mutual Life Insurance Co.'s mortgage division, April 8 in Fort Lauderdale, Fla.

(NEWS continued on p. 54)



## Texas leads the nation with Architects' Week celebration

To develop more public appreciation for the most frequently forgotten man in construction, the architect, the Texas Society of Architects started a Texas Architects' Week last year. It was adjudged highly successful and inexpensive public relations, and was repeated this year from April 13-20.

Typical local celebration: Houston's AIA

chapter named seven outstanding Houston architects for special recognition, one for each day of the week. Five of these (l to r above) were John F. Straub, Kenneth Franzheim, Birdsall P. Briscoe, Alfred C. Finn and Maurice J. Sullivan. Absent when the photographer called: Karl Kamrath and Harold Calhoun.

Philadelphia celebrated last year, not this.



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### Specifications and Technical Data

#### INSTALLATION

KenFlex can be installed over any smooth, firm interior surface . . . wood, plywood, radiant heated concrete slabs, even over concrete in contact with the earth . . . on or below grade.

#### THICKNESSES

Laboratory and on-floor usage tests have proven that vinyl has great durability and wear resistance. Therefore, standard gauge (1/16") is recommended for normal residential and commercial uses. Where ex-

ceptionally heavy traffic is expected, 1/8" gauge is recommended.

#### INSTALLED PRICES

Prices range from 40c per sq. ft. to 65c per sq. ft. depending on which of the thicknesses is chosen—for minimum area of 1000 square feet over cement underfloor.

#### SIZE

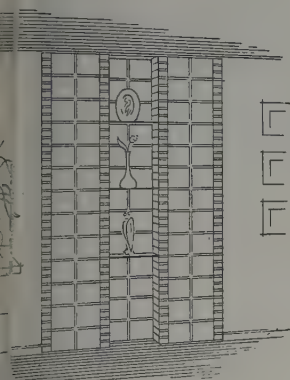
Standard tile size is 9" x 9". Also available are 9" x 9" decorative ThemeTile and 1" x 24" Feature Strip.

*For more information on KenFlex consult the  
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the proper floor for every residential, commercial and  
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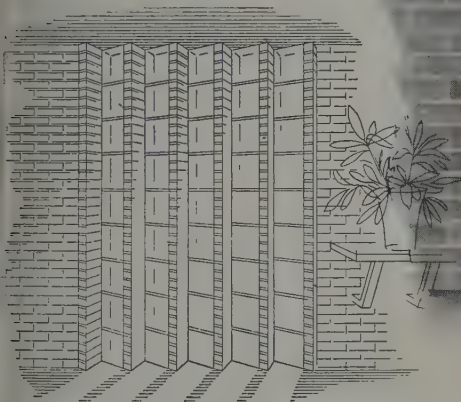
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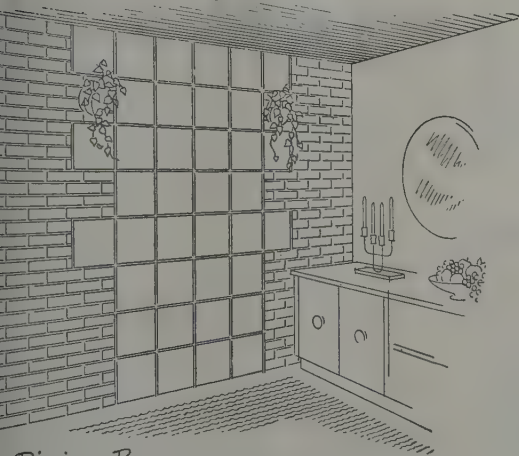
# ... from the INSULUX sketch book



Vertical panels of 8"x8" glass block—staggered in plan with brick vertical "fins" between. 1/4" plate glass shelves set in brick joints.



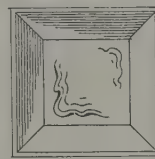
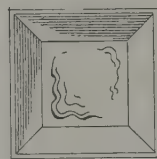
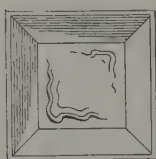
"Directing Light"—Interior Partition 12"x12" glass block set at an angle with single brick "fin" separators between each row.



Dining Room 12" glass blocks worked in with the inside of a face brick wall interior



8"x8" glass blocks in panel—copper planting-boxes fastened to anchors in mortar joints



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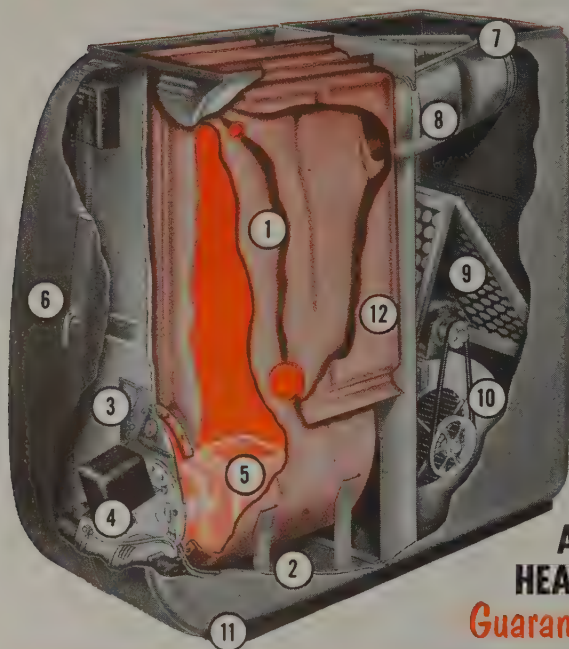


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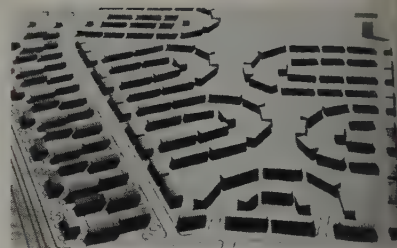
CITY.....ZONE.....STATE.....



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## NEWS

*Evening Bulletin*



**DE LUXE ROW HOUSES** could be erected in Philadelphia in patterns like the model above if sites were developed with curved streets under a proposed new zoning classification. Before the city council zoning committee postponed action on the plan, Builder Alfred P. Orleans announced plans for a 1,041-unit, \$10 million project of this type. Footwalks in the rear would let most children reach a new school without crossing a street.

### Philadelphia tries to end monotony in row housing

For years, nine out of every ten new Philadelphia dwellings, gridiron block after gridiron block, were conventional row houses, 16' wide with a small terraced front lawn and a driveway in the rear. By 1940, the city had 27% of the nation's row houses. But land zoned for row houses was running low. Last year row houses accounted for only 65% of Philadelphia housing.

Hoping to avert an impending crisis, Executive Director Edmund N. Bacon of Philadelphia's Planning Commission worked two years with architects, builders and civic groups to improve row house zoning by eliminating monotony and opening it up to provide more light, air and surrounding nature. In March, with realtor and builder backing, the planning commission recommended the result for city council adoption. Said Bacon: "The Philadelphia row house is one of the most economical building types for the normal American family that has ever been invented. The main thing wrong with it here is the way it has been placed on the land. The endless monotonous rows... with no decent play space for children, penetrated by straight-through type raceways, are the things that have given the row house its bad name."

Bacon's plan would require at least a 16' gap or breezeway between maximum groups of ten units, setbacks of 15' instead of 8', rear yards of 20' instead of 12' (a step in the direction of garden apartments). The ideal new pattern might influence home building throughout the country, said Bacon.

**Strife and dissension.** But the Philadelphia Housing Association, the Citizens Council on City Planning, and more than a score of neighborhood organizations from the northeast area, which has most of



city's remaining vacant land, protested loudly to the city council that curved streets would not be mandatory, insisted that on gridiron blocks the new classification would result in only a minor modification of today's row house monotony.

Disturbed by the clamor, and recently turned in a row over construction of an incinerator, the council zoning committee pigeonholed the plan.

## Trade Secrets houses begun in 40 states, Canada, Hawaii

By last month, 206 homebuilders in the U.S. and Canada were building NAHB Trade Secrets houses. A builder in Hawaii was erecting one with an orchidarium. Inquiries to NAHB exceeded 2,600, included letters from Greece, Italy, Uruguay.

In Seattle, a month's coaxing (and a threat to sue the city) were necessary before Builder Albert Balch obtained special permission to build the structure—exemption from an ordinance requiring that an architect licensed in Washington design every Seattle building. On Long Island, the nation's most competitive housing market, Stackler & Frank, began a version of the 1,330 sq. ft. house. All in all the Trade Secrets house was going up in 40 states.

## Regional codes spreading; NAHB boosts BOCA's rules

Directors of three major regional building codes were stung last month at a paradoxical recommendation of NAHB Code Committee Chairman E. J. Burke Jr. "to ward off the trend toward adoption of a national code." Burke proposed adopting the basic code of the Building Officials Conference of America as NAHB's official national code.

Protested Southern Building Code Congress Director M. L. Clement: "A regional code is the only answer for sound and safe reduction in construction costs . . . It certainly does not rest with a national building code. For over 40 years we have had

(continued on p. 60)

### HOW REGIONAL CODES SPREAD IN '52

Code or sponsor	Inception date	Total		Total Pop. (millions)
		City adoptions	Increase since 1/52	
Pacific Coast Bldg. Officials Conference...	1927	660	33	22
Nat'l. Board of Fire Underwriters .....	1905	550	42	—
Southern Bldg. Code Congress .....	1945	463	71	16
Bldg. Officials Conference of America....	9/50	125	35	5
Nat'l. Electric Code..	11/49	2,000	1,355	95
Nat'l. Plbg. Code....	6/51	726	489	5

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- Low installation cost.
- Conforms to any style of architecture.
- Infra-red baked prime coat.
- Can be painted with regular house paint in your choice of color.
- Pin tumbler locks. Cylinder is keyable to fit home doors.
- Meets all Building Codes.
- Three sizes — 8, 9 and 16 foot.



**For complete information see your Roly-Door Distributor or -**

Roly-Door Division  
Morrison Steel Products, Inc.  
646 Amherst Street, Buffalo 7, N. Y.

Gentlemen: We need more information on Roly-Doors for Quality Homes.

FIRM NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

In Canada, Roly-Door Distributors, Ltd., 1330 Bloor, W., Toronto 4.

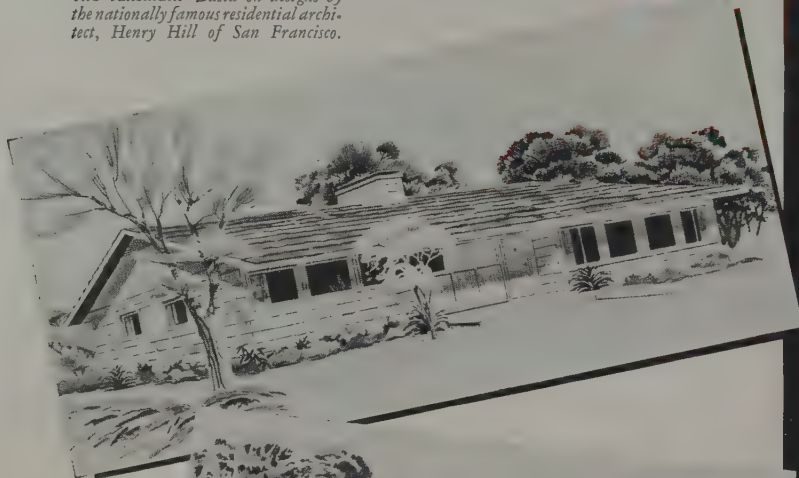
**ALSO MANUFACTURERS OF MOR-SUN FURNACES AND CARRY-ALL TRUCK BODIES**

**MAIL COUPON TODAY!**



# The Heart of Gunnison Hotpoint

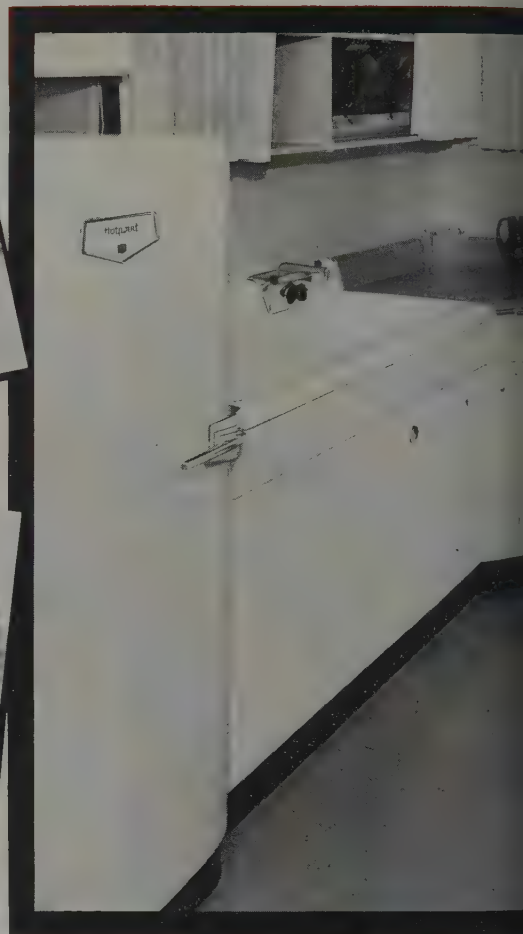
**The Talisman.** Based on designs by the nationally famous residential architect, Henry Hill of San Francisco.



**The Catalina.** Rambling in exterior appearance, the "Catalina" also provides spacious interiors. It's the home with the look of tomorrow.



**The Coronado.** Well-planned rooms, large picture window, wide roof overhang and sweeping horizontal lines... features that are capturing the fancy of home buyers.



## Hotpoint

...

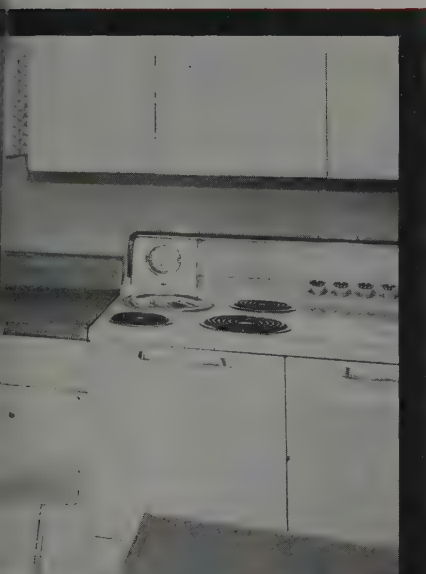
RANGES • REFRIGERATORS

DISHWASHERS • DISPOSALS® • WATER HEATERS



# Homes Equipped With...

# Electric Appliances



**T**wo great names team together to provide luxury living in low-cost homes ... Gunnison and Hotpoint. Better living begins in the heart of Gunnison Homes ... in the kitchen and home laundry ... where Hotpoint Electric Appliances make homemaking a joy instead of a job.

Here is an excellent example of how leading builders are making their homes more marketable. Hotpoint Appliances in homes strengthen the builder's reputation, enhance his prestige, and broaden his market. The home building industry and Hotpoint are mutually profiting through this partnership aimed at better values for home owners.

Become one of the builders who stand out above and beyond the rest because your homes offer *more* with complete Hotpoint All-Electric Kitchens and Home Laundries.



**The Champion.** Available in three sizes, the "Champion" comes in two and three bedroom models with well-planned kitchens and adequate living area.

Typical Hotpoint Kitchen and Automatic Home Laundry available in Gunnison Homes.

# Paceemaker of Progress!

OD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • DEHUMIDIFIERS • CABINETS

**HOTPOINT Co.** (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois



clean

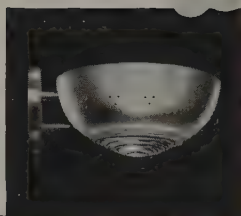
and

true

and



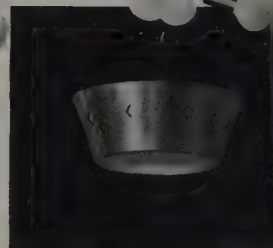
143/18 Clusterlite—in many sizes



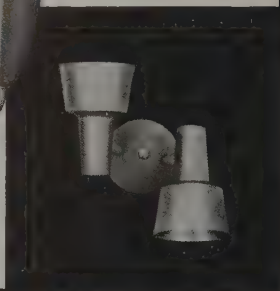
632 Wall-Bracket or Pin-Up—with glass lens, perforated bowl



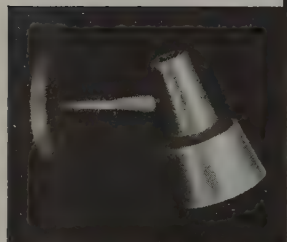
261 Constellation—23 lights. Diameter 40". For round or flame bulbs.



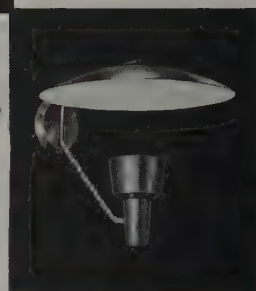
3105 Functional Modern—Flush ceiling fixture for halls, foyers, dining alcoves. Diameter 9".



630E Hi-Lite Twin Reflector—Wall-Bracket or Pin-Up



623E Hi-Lite Reflector—Wall-Bracket or Pin-Up

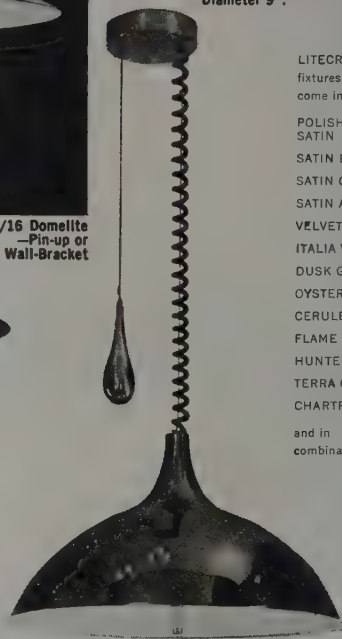


154/16 Domelite—Pin-up or Wall-Bracket



157/36 Domelite—Cluster of 3 bowls with lenses for up and down light. Domes in many sizes.

bold!



LITECRAFT fixtures come in  
POLISHED or SATIN BRASS  
SATIN BRONZE  
SATIN COPPER  
SATIN ALUMINUM  
VELVET BLACK  
ITALIA WHITE  
DUSK GREY  
OYSTER WHITE  
CERULEAN BLUE  
FLAME  
HUNTER GREEN  
TERRA COTTA  
CHARTREUSE  
and in combinations.

**LOOK** at these fixtures. Note their striking contours, their adaptability to any decor. They are just a few examples of the perfection of form and function in Litecraft's line of contemporary incandescent fixtures.

These clean and true designs will do great credit to your boldest concepts...and at prices that please the most cost-conscious client.

Send for the current Litecraft Catalogues today on your letterhead. You will want to know the complete line.

**LITECRAFT**  
the quality line of superior design

MAIN OFFICE AND SHOWROOMS: 8 East 36th Street, New York 16  
WEST COAST: 2336 West 3rd Street, Los Angeles 48

214 Finlandia—Raises and lowers to your touch. Diameter 17½". Handsomely perforated dome. Shielded bottom prevents glare.

for complete **FREE** catalog. mail this coupon today

..... 31

Litecraft Manufacturing Corp.  
8 East 36th Street, New York 16, N. Y.

Please send me without cost or obligation, your illustrated catalogues showing the complete line of Litecraft Fixtures.

Name.....

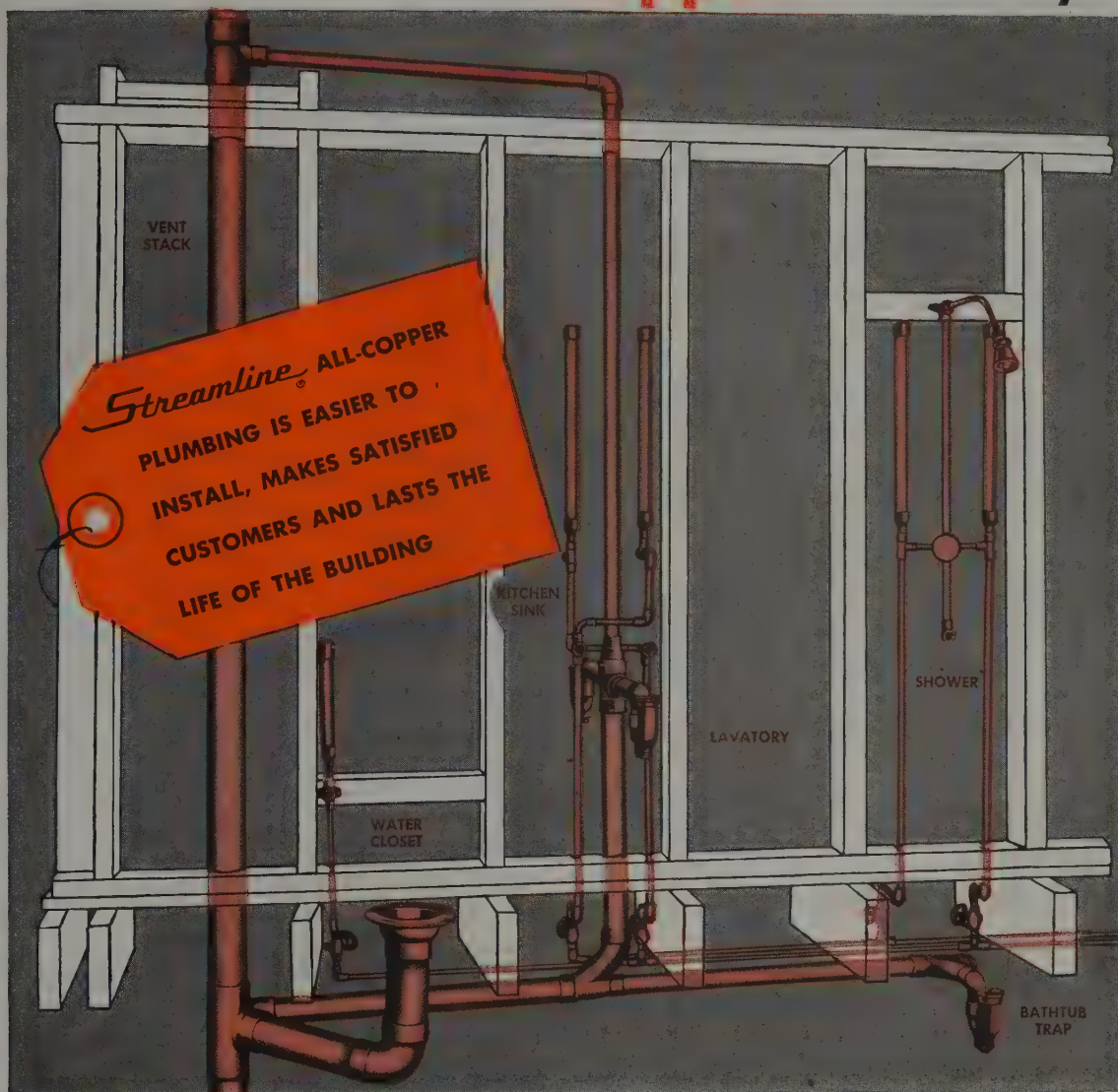
Address.....

City..... Zone..... State.....

Please check one: ☐ Architect ☐ Decorator ☐ Engineer  
☐ Builder-Contractor ☐ Home Owner



It will pay you to go **copper** all the way!

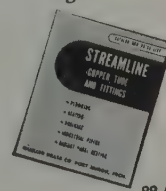


**helps sell houses faster**—houses sell faster and usually command better prices when they have Streamline copper drainage and supply plumbing. Home owners know that all-copper plumbing makes a neat, space saving installation and gives a lifetime of trouble-free service.

**makes an efficient, lasting system**—Streamline Copper Drainage Tube and Fittings make a tight, completely sanitary system with clean, unobstructed joints that withstand jars and vibrations and are clog resistant. Such a system resists the destructive effects of corrosive acids and will not rust. Ordinarily, Streamline all-copper plumbing will outlast the building in which it is installed and never need repairs.

**costs no more**—Plumbers can install Streamline copper supply and drainage lines in less time than a cast iron and steel system. Construction costs are also lower because all tubes will fit in a standard 2 x 4 partition—needs no furring or framing—thus actually increasing the cubical content of the building. These savings in installation largely offset the slight additional cost of copper tube and fittings and often make it possible to install Streamline all-copper plumbing for less money.

Write today for our latest catalog of Streamline Plumbing and Heating Products.



**MUELLER BRASS CO.** PORT HURON 6, MICHIGAN



**TRANSFORM  
DEAD SPACE...INTO  
LIVING COMFORT**

## Specify **FIR-TEX** Insulating Boards and Tile

Here is a versatile interior finish that lends itself ideally to the most exacting construction demands. Fir-Tex Insulating Boards and Tile go on fast, save time, labor, and cost. For designer, homeowner, and builder Fir-Tex provides the lasting satisfaction of a job well done. Check these qualities and you'll agree—it pays to recommend Fir-Tex!

- Light, easy to handle.
- Covers large areas fast.
- Insulates as it builds; reduces noise, seals buildings against heat, cold, wind and dust.
- Makes for clean, efficient application; leaves no mess.
- Practically eliminates waste.
- Termite-proof.



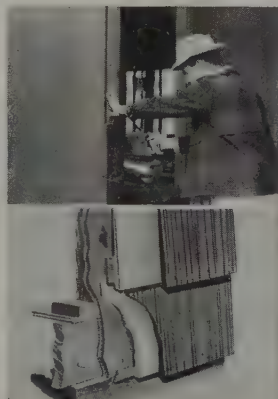
Fir-Tex Insulating Boards and Tile beautify as they finish, insulate as they build. For quality construction at minimum cost and effort, urge the use of Fir-Tex.

# FIR-TEX

Exclusive Sales Distributors  
**DANT & RUSSELL, Inc.**  
Portland, Oregon

**Asphalt  
Impregnated Sheathing**  
Seals your home against heat, cold, wind, dust, and noise. Impervious to moisture and decay. Has greater bracing strength than ordinary sheathing.

**Backer Board**  
Fir-Tex Backer Board eliminates the slow, time-consuming job of undercourse shingling, and building paper application. It adds insulation, cuts building costs, gives a smoother, neater appearance. It adds beauty with uniform, deep shadow lines; is asphalt impregnated.



the same thoughts on national codes. More of them has succeeded. . . . There is only one basis for unification of building codes and that is on physical properties, such as live loads. . . . Climatic factors play an important part [making a national code impractical] . . . The quicker everyone recognizes this the better will be the codes in the building industry."

**Climate arguments.** BOCA itself, incidentally belongs to the Joint Committee on Building Codes, which seconds its view, proclaims that "climatic conditions and other factors may justify differences in requirements in different regions." At the turn the Joint Committee has been aided by the US Chamber of Commerce, which also urges local communities to study the four major codes, does not single out any for special recommendation. Burke's home city of San Antonio, Tex. (pop. 450,000) is the biggest operating under the Pacific Coast Building Officials Conference uniform building code.

**Mounting adoptions.** Since FORUM's last survey (Feb., '52, News) the four major regional codes have gained 191 new adherents, the National Electric and Plumbing Codes 1,844 more. Survey highlights:

► **PCBOC**—All Atomic Energy Commission locations use the PCBOC code, which also is the official code of Japan, according to Managing Secretary Hal C. Colling. Since Jan. 1952 it has been adopted by San Diego and Berkeley, Calif.; Spokane; Tacoma; Tucson, Ariz.; Fairbanks, Alaska, and Wayne County, Mich. (the last also reported adopting the BOCA code).

► **SBCC**—This code is reducing southern construction costs "beyond imagination," claims Director Clement. New subscribers: Birmingham, Ala.; Nashville and Knoxville, Tenn.; Roanoke, Va. thirty-two other ratifications are pending.

► **BOCA**—Basic Building Code Correlator George E. Strehan reported distribution of 8,000 copies of the BOCA code since publication in Sept., 1951, ratification by a total of 125 communities (Detroit and St. Paul pending), and association membership in 500 municipalities.

**Fire underwriters' stand.** Largest cities adopting the National Board of Fire Underwriters code since Jan., 1952 were Charleston, S. C.; Englewood and Westfield, N. J.; Burlington, Vt.; Enid, Okla.; Bellport, Miss. In February, NBFU also distributed answers it gave last fall to a series of questions an American Municipal Ass'n. committee asked about community fire insurance rating procedures, including this exchange:

"Is there any valid reason for insisting on the National Building Code? Are not some other codes equally good? Does not NBFU discourage

(continued on p. 6)



**MENGEL**

*Mahogany*

**FLUSH DOORS**

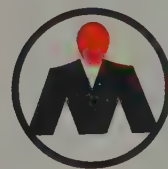
**WILL DELIGHT  
YOUR CLIENTS—**



**YET COST LESS THAN MANY DOMESTIC WOODS!**

Mahogany! — the very word suggests the ultimate in luxury, beauty, good taste, desirability.

Now The Mengel Company offers you the magic of Mahogany — doors of genuine African Mahogany — *at less cost than for comparable doors faced with most domestic woods!* Get all the facts today!



Door Department  
**THE MENGEL COMPANY**  
Louisville 1, Kentucky



# 4 MILLION

windows equipped with this  
**ORIGINAL sash balance**

## MASTER

**"NO DRAFT"  
SASH BALANCE**

### THE BUILDER'S CHOICE!

Builders throughout the United States, and many parts of the World—from South Africa to Alaska—insist on MASTER NO-DRAFT SASH BALANCE on all homes they build.

This "Original" combination weatherstrip and sash balance unit has been *proved and tested* on over 4 Million windows—under all atmospheric conditions—for nearly 15 years.

Builders *KNOW*—after many years of experience—that this MASTER unit is easy to install—efficient—durable—reliable—and *superior* to all others. They fit both Old and New windows. All ropes, chains, pulleys, and weights are eliminated. No more leaky and expensive box frames—simple plank frames will do the job. Mullions can be narrow and trim. Dust, dirt, sand, wind, and cold are kept out.

#### MASTER NO-DRAFT units MEAN—

- Simple and Efficient Windows
- Better Quality Homes
- Lower Construction Costs
- Greater Sales Appeal

Write today for full information. Learn why Builders have accepted this MASTER unit as the *Standard of Quality!*

MASTER METAL STRIP SERVICE, INC.  
1724 No. Kilbourn Ave., Chicago 39, Ill.

Please send me description and installation data about Master No-Draft sash balance and weatherstrip combination units.

Name \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_  
City \_\_\_\_\_

**MASTER THRESHOLDS - RIB STRIPS - CAULKING - TOOLS**

the improvement of other codes by insisting on use of its own code?

"The other . . . codes are not a substitute for the code sponsored by NBFU. There are fundamental differences dealing primarily with construction features designed to prevent the spread of fires which cause conflagration or total loss. In grading any city the NBFU code is checked item by item with existing codes. The extent of enforcement is also considered. Credit is given for existing favorable conditions such as a high percentage of fire-resistant roofs. . . . If buildings are poorer than those provided by NBFU standards then the city will not only get deficient points now, but it will receive added deficient points progressively as structural conditions deteriorate.

"Many owners may be willing to pay higher fire insurance because it is cheaper to pay such rates than to build or rebuild to high standards. However, substandard construction requires firemen to risk their lives and the persons visiting or working in such places to take greater risks."

**Utility codes spread.** Smooth sailing marked the spreading adoption of the National Electric and Plumbing codes. The electric code was adopted in Cleveland, San Antonio and throughout all of Massachusetts (except Boston). The plumbing code was ratified in Jacksonville, Miami and St. Petersburg, Fla.; Abilene and Emporia, Kan.; Baton Rouge, La., and Phoenix, Ariz. Denver adopted both.

Following New York's lead, New Jersey was completing the draft of a state code (reported closely following the BOCA code) that municipalities could adopt by reference. California received a report on a four-year study of conflicting and overlapping building laws by a legislative committee headed by Pasadena Assemblyman A. I. Stewart. A ten-man commission including an architect, engineer and contractor was recommended. Its first task: to start preparing a state building regulation code.

### Builders convert CIO leader into housing salesman

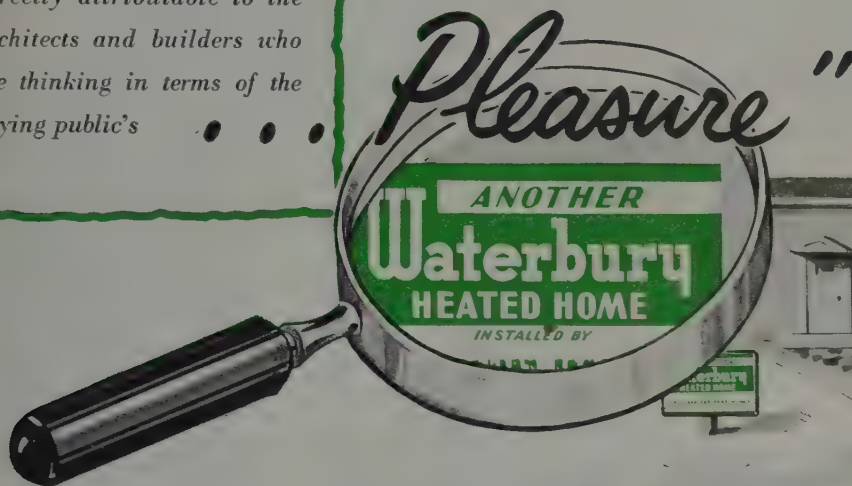
In Springfield, Mass. the Home Builders & Contractors Assn. converted CIO Council President Herman Greenberg into a private housing salesman. At a public housing meeting, Greenberg boasted he would arrange for the purchase of all houses priced under \$10,000 and personally "would buy every single house the real estate people would build for \$9,200." The builders handed him a list of 127 houses from \$8,200 to \$11,000, advertised in local papers, said they would build unlimited numbers of homes for \$8,500—on firm orders.

"Maybe we looked in the wrong places," said Greenberg. He began distributing builders' sales and rental information to his members.

"Because of rapid strides made in the many industrial fields, new and better homes are being built to emphasize long-range value, design and livability.

... Homebuilding that is more functional and progressive is directly attributable to the architects and builders who are thinking in terms of the buying public's ...

*what is there in a home that Sells?*



**The home where joy is unconfined...the year 'round**

Let the house ramble; give it style, freedom and all of the things that contribute to the pleasure of home ownership... particularly Waterbury warm air heating. With Waterbury furnaces and winter air conditioners—balanced to a perimeter or panel heating system—a flexibility for home design and construction is introduced that handily meets all of today's family needs for living comfort and pleasure.

*There's a Waterbury for every size home and every type of fuel.*



OVER 46 YEARS OF



WARM AIR HEATING

**The Waterman-Waterbury Co.**

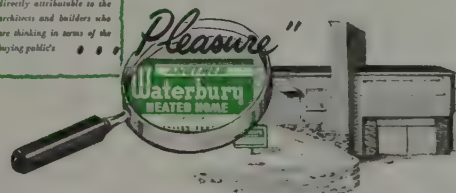
1150 JACKSON ST. N. E.

MINNEAPOLIS 13, MINNESOTA



"Because of rapid strides made in the many industrial fields, new and better homes are being built to emphasize long-range value, design and livability. ... Homebuilding that is more functional and progressive is directly attributable to the architects and builders who are thinking in terms of the buying public's ...

*what is there in a home that Sells?*



The home where joy is unconfined...the year 'round

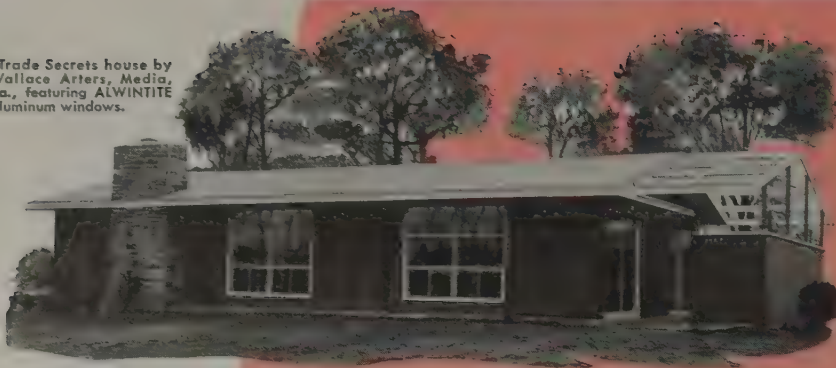
**THE Year 'round AIR CONDITIONER**

brings plenty of pleasure into any lucky owner's home—the fresh delight of ideal summer climate and constant, even warmth for the winter.

Built in capacities up to five tons, the summer assembly is easily added to Waterbury furnaces and winter air conditioners already installed.



\*Trade Secrets house by Wallace Arters, Media, Pa., featuring ALWINTITE aluminum windows.

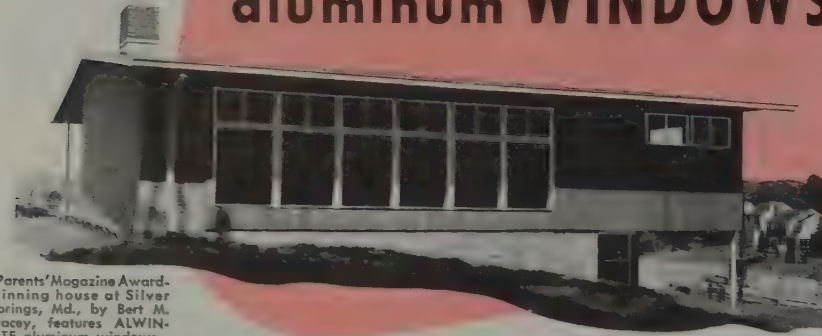


## TODAY'S OUTSTANDING HOUSES

feature

# ALWINTITE

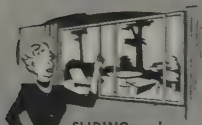
## aluminum WINDOWS



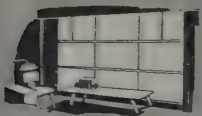
\*Parents' Magazine Award-winning house at Silver Springs, Md., by Bert M. Tracey, features ALWINTITE aluminum windows.



DOUBLE-HUNG and  
PICTURE WINDOWS



SLIDING and  
PICTURE-SLIDE WINDOWS



VIEW-ALL PICTURE WINDOWS

■ Wherever you go—east, west, north or south—you'll find ALWINTITE aluminum windows featured in many of today's outstanding houses—houses that win awards as well as customers.

ALWINTITE offers builders a complete line of modern, smart looking windows that add to the attractiveness of any house—regardless of its style, color, size or location.

Because of their design, their quality construction and their many other outstanding features, ALWINTITE aluminum windows add extra "Sales Appeal" to any house you build.

For complete information on the entire ALWINTITE line and name of nearest dealer, write Dept. HH-5.

ALWINTITE DIVISION

# GENERAL BRONZE CORPORATION

Stewart Avenue, Garden City, N. Y.

## EVENTS

National Savings & Loan League's 10th annual convention May 10-14, Chase and Park Plaza Hotels, St. Louis, Mo.

National Housing Conference's 22nd annual meeting May 11-12, Statler Hotel, Washington, D.

Heating, Piping & Air Conditioning Contractors National Assn.'s 64th annual convention May 13-16, Edgewater Beach Hotel, Chicago.

National Association of Home Builders' spring Board of Directors meeting, May 23-26, at Mayflower Hotel, Washington, D. C.

"Reunion of Architecture and Engineering," Smithsonian Institution's traveling exhibit at Kansas State College, Manhattan, Kan., May 5-26; Joslyn Art Museum, Omaha, June 9-30; at Museum of Cranbrook Academy of Art, Bloomfield Hills, Mich., Sept. 1-22.

National Association of Building Owners and Managers' 46th annual convention June 7-11, at Pittsburgh.

Boston Art Festival for 1953, presenting painting and sculpture by leading New England artists, will be held on eight full days and evenings, June 7-14, on the Public Garden. Festival office at 250 Boylston St., Boston.

National Store Modernization, Building & Maintenance Show, Madison Square Garden, New York, June 9-12. Included will be exhibition of winning designs in nation-wide competition for new or modernized shopping centers, stores, specialty shops, etc.

Forest Products Research Society's 7th annual meeting June 15-17, Memphis, Tenn.

AIA Board of Directors' annual meeting June 15-19, Olympic Hotel, Seattle, Wash.

The American Institute of Architects' annual convention, June 16-19, Olympic Hotel, Seattle, Wash.

Competition—in connection with fourth Centenary of the city of Sao Paulo, next winter, an international exhibition of architecture will be held at the Sao Paulo Museum of Modern Art. Open to architects of all nationalities and to officially recognized schools. Awards in 11 categories, with a special prize to a young (under 35) architect and to a school. Submissions no later than July 15. For information, address: II Biennial do Museu de Arte Moderno de Sao Paulo, Rua 7 de Abril 230, Sao Paulo, Brazil.

National Home Week dates set by NAHB for Sept. 20-27. Prominent among display houses will be the Trade Secrets house developed by a committee of leading NAHB builders. Also forecast is a big upswing in air-conditioned homes.

American Bankers Assn.'s 79th annual convention Sept. 20-23 in Washington, D. C.

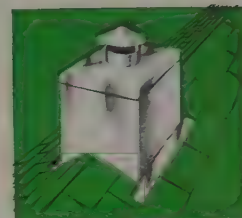
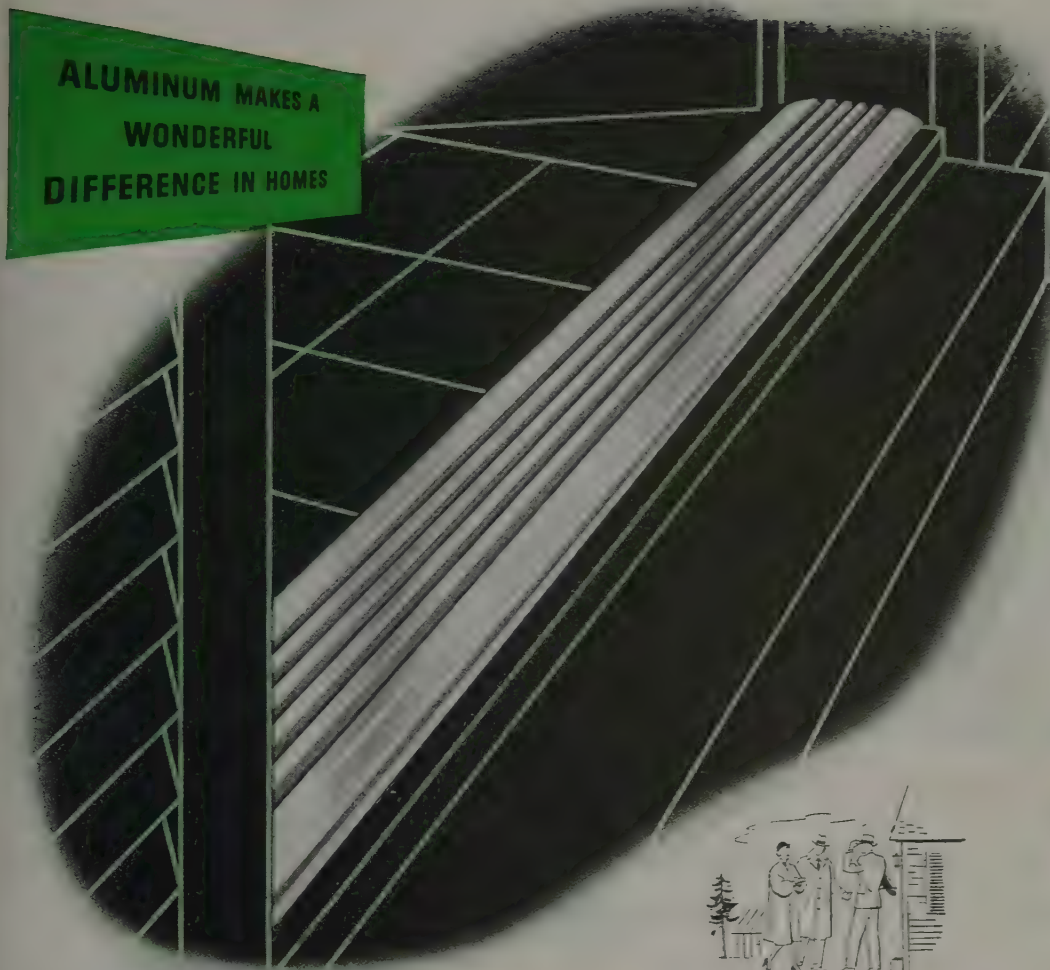
National Electrical Industries Show will be held Sept. 29-Oct. 2 at the 69th Regiment Armory, New York.

American Gas Assn.'s annual convention Oct. 26-29 at Kiel Auditorium, St. Louis.

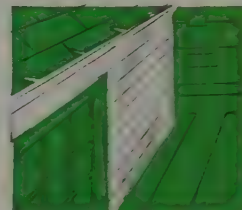
National Association of Real Estate Boards' annual convention Nov. 8-14, Statler and Biltmore Hotels, Los Angeles.

Mortgage Bankers Association of America's annual convention Nov. 13-19 at Miami Beach. In conjunction, a home show conducted by companies offering services or manufactured products relating to homebuilding.

**ALUMINUM MAKES A  
WONDERFUL  
DIFFERENCE IN HOMES**



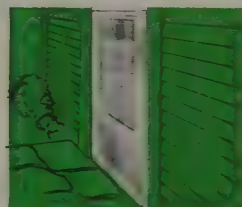
Aluminum chimneys are light in weight, easily fabricated and erected. Reflect heat and resist corrosion.



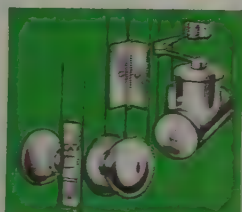
Aluminum siding is easy to work with and install. Won't rot, warp, shrink, swell or crack. Fire resistant.



Aluminum ductwork is easy to handle and install. Won't rust, is a natural insulator, minimizes heat loss.



Aluminum combination doors are rustfree, rotproof, attractive, convenient. A mark of quality in modern homes.



Aluminum hardware's lustrous natural color in a wide range of finishes matches all decorative schemes.

## ALUMINUM THRESHOLDS HELP YOU BUILD BETTER, SELL QUICKER!

Aluminum is the modern building material with a "two-way" advantage that benefits both builder and buyer. For example—lustrous, attractive aluminum thresholds are the first assurance of quality design in entering any building. They are economical in initial cost, require no maintenance and are available in a variety of Reynolds designs that provide a type for every entrance or between rooms application—including pivot door installations.

Furthermore, aluminum's strength, light weight, ease of fabrication with regular carpenter tools, long life, availability and

other advantages—both in special designs and standard products—help you build better homes. These homes sell easier and faster because buyers quickly recognize that they are getting *more for their money*.

Remember—for help on your building material problems, call your nearby Reynolds Architectural Distributor listed under "Aluminum" in the classified telephone directory. For more information on the many uses and advantages of architectural aluminum in home construction, write Reynolds Metals Company, 2530 South Third Street, Louisville 1, Kentucky.

Send for free Architectural Aluminum catalog. For quick reference, see catalog  $\frac{5a}{Re}$  in Sweet's Architectural File.

Be sure to see "Mister Peepers" every Sunday night, 7:30 EST, NBC-TV; hear "Fibber McGee and Molly" every Tuesday night, 9:30 EST & PST, NBC.

# REYNOLDS



# ALUMINUM

MODERN DESIGN HAS ALUMINUM IN MIND





## Custom-Bilt Electric Ranges answer modern demands for flexible kitchen ar-RANGE-ments

*Offer Beauty... Convenience... Freedom of Design*

Today's trend in modern kitchen design with L&H Custom-Bilt, built-in, range units has taken the country by storm. These separate, self-contained cooking units answer the demand for free and easy kitchen efficiency... add exciting new beauty and appeal.

L&H Custom-Bilt units add but little to the cost of a home—provide a powerful new sales feature worth many times the original cost. And most leading manufacturers of kitchen cabinets have models designed to accommodate L&H Custom-Bilt Range units.



**No. 5810** huge oven with Automatic Time Control and electric clock. Oven Temperature Control with automatic pre-heat, interval timer, appliance outlet, oven light. Heavily insulated with Fiberglas.

Inside size: 16" x 17" x 19 1/4".

**Make your homes more saleable  
with these L&H Range Units**



**No. 5820-1** Surface Unit with two easy-cooking, easy-cleaning Monotube heating elements, one 8 inches and one 10 inches. Set in stainless-steel top for flush mounting in cabinet, bar or table. Switches may be located for most convenient access—signal light for each pair of switches. "Custom-Bilt"... the most versatile kitchen convenience ever designed.

*See your L&H distributor Now or write direct*

Manufactured by **A. J. LINDEMANN & HOVERSON CO.** 605 W. Cleveland Ave., Milwaukee 15, Wisconsin

Export: S. F. Appliances, Ltd. • Ridgely, N. J.

Electric Ranges • Water Heaters • Refrigerators • Home Freezers

The finest in home appliances since 1875.

## LETTERS

### FASTEST SELLERS

Sirs:

Welcome to the real reporting in the house building field in "The Fastest Selling House in the USA" (H&H Apr. '53). The home construction business—like any business in growing buyers' market—desperately needs the guidance it can get from the grass root customer. There is always room for opinion, methods, design and ideas—but the building field needs not only this healthy talk, it needs to listen. And this is what your excellent article so deftly invites with its highlights from Dallas to Omaha to Boston.

Whenever one considers carefully what the public does, how far it is willing to go, there are always surprises—as shown by the advanced planning in the St. Louis house, whose success so completely refutes the idea that contemporary design won't sell. Centex's courageous use of full page color newspaper advertising in Dallas, shows what can be done to create consumer interest on a large scale.

The total impact of this important contribution to current developments and consumer needs is bound to be stimulating—perhaps all the more so because you have so wisely withheld editorial opinion, letting the facts create their own enthusiasm. Congratulations on this job of real reporting.

ALFRED STANFORD, *vice president*  
Benton & Bowles, Inc.  
New York

Sirs:

Your report on best selling houses should raise the hackles on all good architects' necks. Is this the best America can do?

How do you think the people who live in these houses are going to feel 10 years from now? I can tell you—disgusted!

JAMES MORRIS  
Jamestown, N. Y.

Sirs:

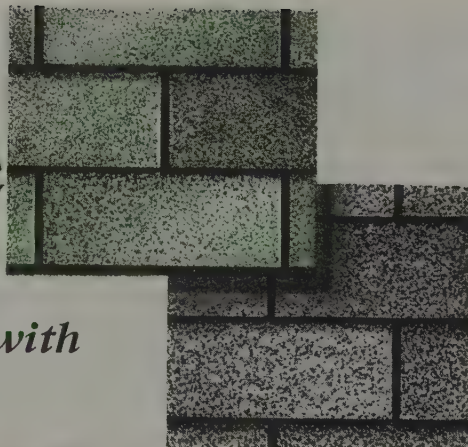
If you are right and your best sellers are any indication, we're growing up. The Cape Codder is licked and people have decided that they want 20th Century houses for 20th Century lives. Your magazine has helped to consummate this overdue revolution and I, for one, congratulate you heartily.

GEORGE TUCKER  
Silver Springs, Md.

Sirs:

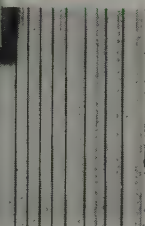
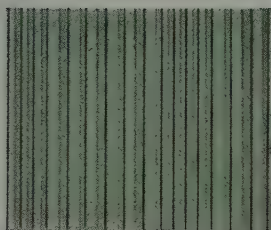
Please give us more about how the builders sold the fastest selling houses you show. I would like to know whether the houses were shown every day of the week, whether they were shown in the evenings and whether there were salesmen in the houses at all times. How did the public hear about the houses? Radio advertising, road signs, classified ads? I would gather that financial terms were the

*continued on p. 80*



*Keep your customers happy with*  
**FLINTKOTE**

# COLOR



**Put new life into homes!**  
**Recommend colorful FLINTKOTE**  
**roofing, sidings and**  
**decorative interior board!**

Are you taking advantage of the recent swing to color?

Everybody wants color... for modern, new construction, and for modernizing existing houses.

And we have just what they want.

Flintkote... *style leader of roofing for the building industry*... anticipating the trend, offers a wide variety of practical, pleasing colors and blends in asphalt shingles.

Also... popular, beautiful Flintkote Stri-Color\* Asbestos-Cement Sidings have virtually revolutionized the siding industry. They have handsome, new colors for monotone or two-tone effects, or for combination with stone, brick, stucco, etc., and the famous DURA-SHIELD\* water repellent, stain-resistant protective finish.

And... lovely new colors enhance our always popular line of Decorative Insulation Board and Tile. Use it to brighten up game rooms, attic bedrooms, libraries, etc. ... and to hide unsightly walls and ceilings.

Get more color into your new and re-modeling jobs. You'll find it pays off well in profits and customer satisfaction.

May we send you illustrated literature?

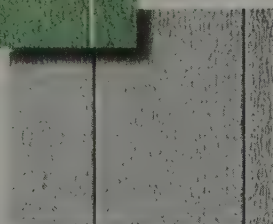
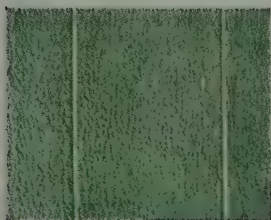
THE FLINTKOTE COMPANY, Building Materials Division,  
30 Rockefeller Plaza, New York 20, N. Y.

\*A trademark of The Flintkote Company

## FLINTKOTE



*...Style and Color Leader since 1901*

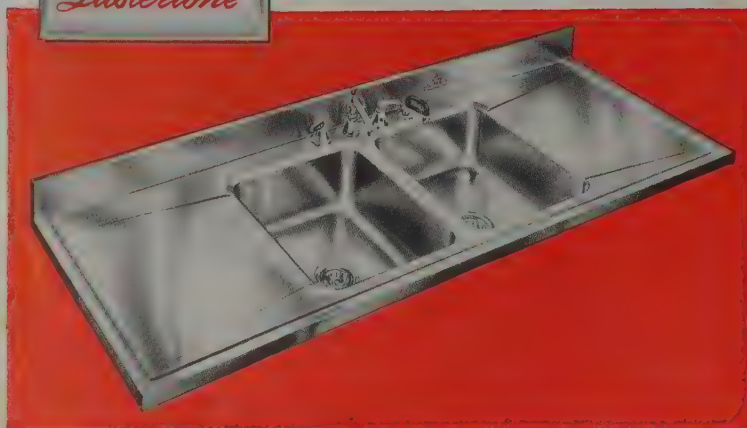




## Two Good Reasons You'll Build BETTER KITCHENS WITH ELKAY...



### STAINLESS STEEL



**For Smart Appeal and Permanence** include ELKAY Lustertone, the only sink guaranteed to outlast the home in which it's installed. The sterling beauty of Lustertone is an unmistakable mark of quality that reflects confidence in the builder—inspires a buying urge in every prospect. Find out about the new low prices on Lustertone stainless steel sinks—see just why it's an investment in sales appeal and permanent satisfaction you can't afford to leave out of your plans.

**For Color—Convenience—Economy** you can count on ELKAY Duratone, the all-new sink and cabinet top that combines colorful *beauty bonded FORMICA* with a permanent, rustproofed steel core. Custom-built in any size and shape—furnished with or without famous Lustertone sink bowls, or finished to combine with any sink. For the first time ELKAY brings you the economies of a factory-fabricated *Formica on steel* top with a guaranteed bond. Design better kitchens with Duratone.



### FORMICA ON STEEL



Duratone tops are guaranteed and will be made up in any size to fit any plan—with or without sink bowls. Priced competitively yet built for superiority. Public acceptance of the ELKAY name, together with consumer advertising support, brings you another pre-sold product.

Write for literature and prices on both lines.



## elkay manufacturing company

1898 S. 54th Avenue • Chicago 50, Illinois  
The World's Oldest and Largest Manufacturer  
of Stainless Steel Sinks

## LETTERS continued

real clincher in most cases. How were they promoted to the buyers?

MARCUS KELLY  
Tampa, Fla.

## PREFABS

Sirs:

There is a definite need in America and the world for a prefab in localities where the conventional builder is incapable of building 50 or more units per year. We have numerous such small localities in Colorado. Also there are localities in the immediate trucking area of the prefab factory where the prefab has definite economic advantage.

In Colorado Springs and Pueblo, we offer far more than the prefab in value, as evidenced by our sales. After we stopped building in Colorado Springs prefabs made a big jump in sales, because there was no competent conventional builder left to compete with the prefab and because prefabs got programmed housing and Fanny May money.

In other words, what the prefabs offer in Colorado Springs is not a better house but better financial terms.

In addition Colorado Springs prefabs get the advantage of city water and city sewer connections, even though they are located in the country. No conventional builder could get such a deal.

The prefab has made its great inroads in home-building on special deal—the case noted above and the Lustron homes that got \$37 million of public funds on a \$1,000 investment.

Any good merchant builder can beat prefabs, if they are both competing under the same conditions for the public's business.

The proof lies in the fact that even though the prefab has been especially cuddled and financed under our recent radical government, the conventionally-built house still outsells the prefab.

JOHN BONFORTE  
Bonforte Construction Co.  
Pueblo, Col.

## NEEDED: MORE REMODELED HOUSES

Sirs:

Some of the compact houses that appear on the surface to need only a few minutes a day to tidy up end up by never being tidied up.

My mother's house with five children never looked as mine does. It was big and spacious and if a few things were left around they were never noticed. In today's smaller houses if you start leaving a few things around, the place soon looks upset.

Many of the older homes, with some modernization, would not only provide housing for many but would really give growing families the home life they need.

With the help situation as it is today, an older house that would be big enough to provide

continued on p. 84

# Gold Bond<sup>®</sup> **ASBESTONE** PROUDLY BRINGS YOU...



THIS FAMOUS  
ASBESTOS SIDING...

# Chroma-Tex

## SIDING SHINGLES

—now a guaranteed Gold Bond product

**Rich Texture.** Deep, natural-looking grain rivaling the costliest sidings on the market—at the same low price as regular Gold Bond asbestos shingles.

**Fresh Colors.** Poplar Green, Twilight Gray, Mellow Ivory, Pheasant Brown, Dusty Coral. Color is two-toned—dark in the valleys, light on the ridges—for a pleasing new kind of exterior decorating.

**Lifetime Beauty.** Made of asbestos-cement—fireproof, weatherproof, termite-proof. Needs no painting, no maintenance of any kind.

Can be applied over any sidewall surface.  
Ideal for new construction.

Now... look to Gold Bond for exterior  
building products too!

In addition to siding, there is Gold Bond Asbestone roofing. This complete new line of materials for *exterior* use means that National Gypsum can now offer you more than 200 top-quality building products—all under the Gold Bond "undivided responsibility" guarantee. This assures you that the responsibility for performance, durability and firesafe qualities of these materials rests with one reputable manufacturer!

Write for full details.

**NATIONAL GYPSUM COMPANY • Buffalo 2, N. Y.**

FIREPROOF WALLBOARDS • DECORATIVE INSULATION BOARDS • LATH • LIME  
PLASTER • SHEATHING • ROOFING • SIDINGS • WALL PAINTS • MASONRY PAINTS  
TEXTURES • ROCK WOOL INSULATION • METAL LATH • SOUND CONTROL PRODUCTS

You'll build or  
remodel better with  
**Gold Bond**



vide a small one- or two-room apartment for a mother or aunt or friend would also mean invaluable assistance.

Many small apartments for young couple just starting off could be provided by remodeling some of these spacious homes. They would provide income for the owner and be of considerable help to our young married people.

I believe that much of the fault with remodeling lies with the builders. They have been afraid in many cases to tackle the job because many did not know how to do it. They have wanted to work on too high a percentage of profit and often their prices are prohibitive.

Many jobs would be available for builders if they tried to understand that remodeling is a necessary part of housing and of our economy, and if they were willing to work for considerably less profit.

MRS. EUGENE ALEXANDER  
Coconut Grove, Fla.

Sirs:

I have spent two full hours trying to solve the possibilities of the truss (H&H Feb. '53, detail holding up in practical construction.

In constructing a house for long-term use how can we set down rules for loading and placement of concentrated loads of appliances?

Disregarding the fact that lateral loading such as wind or seismic stress would be taken only by beam strength of the rafters or studs, the connections are anything but those of a common craftsman much less designer or journeyman.

The nailing of so many nails in small areas at connections is at fault, besides the nails being in line with the grain of members, one of the weakest constructions in wood framing. A person with only moderate knowledge of framing would star-nail these connections to prevent the nails from splitting the wood during construction or when the frame settles. The failure of the framing would be progressive.

The framing of the ties and members is not carried all across the members for additional nailing room and end margin of the nailing. On the lower outrigger the nail connection to the joist shows not more than 4" in length. The so-called gusset at the peak has the nail positioning and the lack of end margin fault. The deflection given of 1 1/8" for span is greater than 1/360th of span, therefore not acceptable for plaster or most types of ceiling material. I am sure that in time this framing will sag progressively in the same way that sway-back barns do.

ERNEST WILLIAM GOMMEN  
General Contractor  
Orange, Calif.

Sirs:

Structural failure will result if someone at a later date goes in and saws out all the vertical members in the frame in order to, for ex-

*continued on p. 96*

ANOTHER GREAT CHAMBERS "FIRST" IN BUILT-IN COOKING EQUIPMENT...

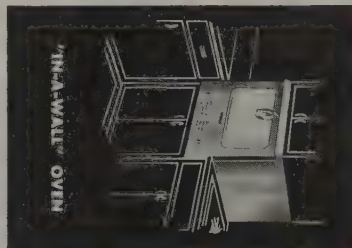
# THE ONLY "BUILT-IN" Broiler and Griddle THAT SETS IN A COUNTER-TOP!

## CHECK CHAMBERS SELLING FEATURES!

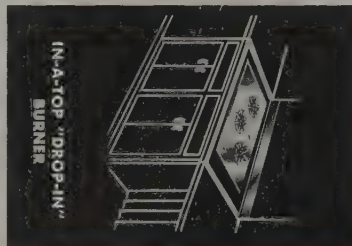
- ✓ Completely Waist-Hi, No-Sloop Cooking!
- ✓ Gourmet Broiling at Waist-Hi Level
- ✓ No Outside Venting Required
- ✓ World Famous Cooking Performance
- ✓ Stainless Steel Construction
- ✓ Fits Standard Kitchen Cabinets--Wood or Metal
- ✓ Can Be Bricked In Solid
- ✓ Oven Doors in 7 Decorator Colors
- ✓ For City...Bottled...Tank Gases
- ✓ AGA Approved...FHA Approved



This compact unit combines 4 burners and Chambers' famous "IN-A-TOP" Broiler and Griddle in only 42" of counter! Broiler rises to counter-top with a flick of the wrist. Of lustrous stainless steel.



"IN-A-TOP" OVEN



"IN-A-TOP" "DROP-IN" BURNER



"ON-A-TOP" 4-BURNER

Super insulated to give Chambers' world-famous performance. Requires only 24" of counter. Chromium plated steel, perfect for wall, island, or peninsula cooking arrangements. Big capacity, compact space, 4 burners in only 27" of counter. Satin stainless steel.

THE ORIGINATOR AND MASTER BUILDER OF INSULATED RANGES SINCE 1910

MAIL COUPON FOR MORE INFORMATION



# Chambers

COOKS WITH THE GAS TURNED OFF®

CHAMBERS, 2464 N. Meridian St., Indianapolis, Ind., Dept. AFT-553  
I am interested in: ☐ AIA Specification Sheet ☐ Dealer Franchise Information ☐ Special Builder Prices on Model Home.

I am a Dealer ☐ Builder ☐ Architect ☐

NAME .....  
FIRM NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....



# The **PERFECT DOOR** for that "EXTRA ROOM"

## Opens UP and OUT OF THE WAY!

Uses no floor or driveway space. In summer, the garage becomes a porch where children can skate and play.

## It's WEATHERTIGHT!

MIRACLE WEDGE\* weathertight closure conserves heat in winter, keeps out *all* rain, snow, wind and ice.

## STRONGLY BUILT!

Hinged at sixteen points, with four corner supports, it *floats* on twenty points of strength. SALT SPRAY STEEL\* tracks and hardware.

## EASY TO OPEN AND CLOSE!

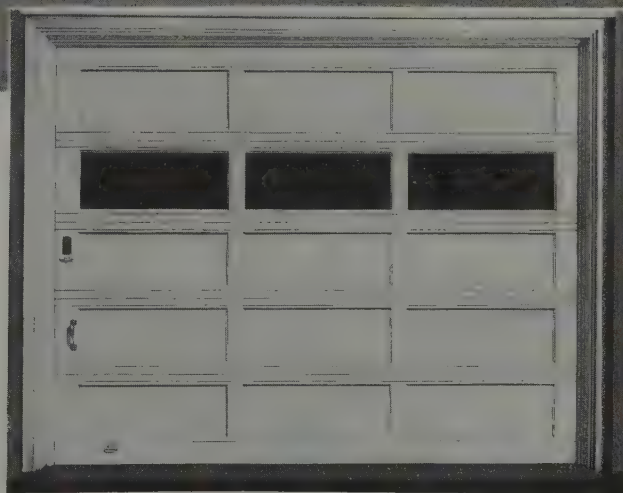
Strong construction, perfect balance, expert installation and prompt service are the four essentials.

\*TRADE MARK

Doors built in any size  
to fit any opening,  
in any special design  
specified by Architect,  
Builder or Home Buyer.

America's Great Name in  
**QUALITY DOORS...**

© 1953 O.D.C.



A well-planned garage can sell the house! Garage space is all-purpose space, invaluable to the small-home buyer:

- Extra Storage
- Handyman's Workroom
- Recreation Area
- Indoor Picnic Ground
- Car Protection
- Home Freezer Space



**OVERHEAD DOOR CORPORATION, Hartford City, Ind.**

*Manufacturing Divisions*

HILLSIDE, N.J.

NASHUA, N.H.

PORTLAND, ORE.

CORTLAND, N.Y.

LEWISTOWN, PA.

DALLAS, TEX.

OKLAHOMA CITY, OKLA.

GLENDAL, CAL.



# Pittsburgh Glass helps you get sales *instead of* "stalls"



CARRARA GLASS on bathroom and kitchen walls stamps a home as having exceptional value. Builders everywhere have found Carrara is an important factor in turning cold "lookers" into buyers. For it is recognized nationally as a high quality wall material. Its rich beauty and polished surface appeals to everyone. So does its permanence—the fact that it doesn't check, craze, or fade with age. Being glass, people know it's extremely easy to keep clean. And there are ten attractive colors to choose from. For tub recesses, stove backings, large Carrara Panels give all the advantages of this structural glass at small cost.



WINDOW WALLS are a much-wanted feature in the modern home. In many cases, they reduce building costs. When these walls are glazed with Solex-Twintow, unmatched comfort and greater enjoyment of the outdoors from within the home are offered the buyer. These units are made up of two panes of glass (see cutaway below). The outer pane is green tinted Solex, the inner is clear Plate Glass. Between them is a sealed-in air space. Thus, you combine the heat-absorbing, sun-glare-reducing properties of Solex, with the high insulating value of Twintow—"the window with built-in insulation." Handling and installation are safe, easy and quick, thanks to the stainless steel frame around the entire unit. Architect: Carl A. Strauss, Cincinnati, Ohio.



*Every nickel you spend on glass shows.  
And the results always far outweigh the cost.*

WALL MIRRORS of Pittsburgh Plate Glass, like the one in this living room, have immediate appeal for the prospective home buyer. When you install wall mirrors in new homes—or include them in your renovating work—you make your selling job much easier. That's because these mirrors give a room a smarter, more sparkling and luxurious look. Besides, they can actually make a small room look larger—increase its apparent length or width. To cut on-the-job costs and simplify installation, Pittsburgh Mirror Brackets come packed with each custom-made mirror you order. Your local Pittsburgh branch or glass distributor can give you all the facts on these cost-saving brackets. Why not ask him?



# *Build it better with* Pittsburgh Glass

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS



PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



once and for always . . .

## Cut down the staggering cost of cleanliness

with dirt-defying

# VARLAR

**Stainproof Wall Covering**

Cleanliness is a MUST in today's hospitals, hotels, business and industrial buildings. Dirt is an ever present expense that sends operating costs far too high. Far-sighted architects, builders, building managers and maintenance superintendents are clipping this item to the minimum with VARLAR . . . the beautiful, practical and functional wall covering that *does not stain . . . that can be WASHED CLEAN with just plain soap and water . . . and up to 25,000 times without injury to surface or colors.*

### Actual Tests Prove

Varlar resists staining from smoke, grease, hair oil, food stains, crayon, lipstick, ink, Mercurochrome. These, and many more soil hazards to ordinary decorating, simply WASH OFF with soap and water. Varlar is fadeproof, verminproof, fire-resistant, unharmed by salt water, steam.

### Full Range of Styles

Available in wide range of beautiful decorator patterns and colors. It goes on like wallpaper with a special adhesive that seals it to the wall. No Varlar has ever had to be replaced because it ceased to be beautiful, practical and economical on the wall.

**Find out for yourself how VARLAR Stainproof Wall Covering can solve high cost of cleanliness for YOU. Send for FREE testing samples.**

VARLAR, Dept. HH-53  
Merchandise Mart, Chicago 54, Illinois

Please send FREE TESTING SAMPLE and full information on VARLAR Stainproof Wall Covering. I am particularly interested in VARLAR for

- |  |                                    |                                      |
|--|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Homes               | <input type="checkbox"/> Hotels    | <input type="checkbox"/> Clubs       |
| <input type="checkbox"/> Theatres            | <input type="checkbox"/> Hospitals | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Office Buildings    | <input type="checkbox"/> Schools   | <input type="checkbox"/> Stores      |
| <input type="checkbox"/> Apartment Buildings |                                    |                                      |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# VARLAR

**Stainproof Wall Covering**

a product of

**United Wallpaper, Inc., Merchandise Mart, Chicago 54, Illinois**



**"Tell us, Mr. Glick, how you sold 62 homes  
—worth \$1,240,000—in just 90 days"**



**"The Carrier Weathermaker Home idea gets top credit.  
This Carrier concept, backed by an air conditioning unit of  
exceptional quality, has almost universal appeal."**

**Melvin Glick**

*Builder, St. Louis, Missouri*

**What is a Weathermaker Home?**

It's a home designed around its Carrier Weathermaker Air Conditioning.

**Why do home-buyers like Weathermaker Homes?**

Weathermaker Homes usually cost no more—including air conditioning—than ordinary homes without it.

**What are the advantages to a builder?**

Weathermaker Homes may include better-living features a builder couldn't otherwise put in his houses.

**Is Carrier Weathermaker Air Conditioning inexpensive enough for very small homes?**

Weathermaker Homes have been built in every price range . . . some to sell for as little as \$7500.

**How can I build Weathermaker Homes?**

You'll get the full facts by sending the coupon today!



**Air Conditioning  
Refrigeration  
Industrial Heating**

**CARRIER CORPORATION**

313 S. Geddes Street, Syracuse, New York

I'd like to use the Carrier Weathermaker Home idea to sell my houses. Please send me complete information.

Name \_\_\_\_\_

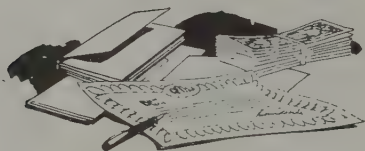
Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



FOR TODAY'S BEST BUILDING OPPORTUNITY

# "Eight-point



## 1 LOWER OVER-ALL CONSTRUCTION COSTS

Figures show that building the Gunnison way can cut your over-all construction costs as much as 20%. This terrific economy and its resulting competitive edge come from a saving in on-the-site time and labor through factory prefabrication.

## 2 HELPFUL INTERIM FINANCING

This liberal arrangement allows you to finance not only the cost to you of the Gunnison Home, but an additional 25% of the package cost as well—all on a 90-day note. Fast erection the Gunnison way enables you to have the home ready for occupancy long before the note matures. Thus you have less money tied up for a shorter period.

## 3 COMPETENT TECHNICAL AND SALES ASSISTANCE

Gunnison Homes has established seven district offices at strategic locations. Each is manned by specialists ready to give you every assistance with your problems of home erection and home sales. Offices are located in Atlanta, Ga.; Chicago, Ill.; Columbus, Ohio; Dallas, Tex.; Louisville, Ky.; Newark, N. J., and Omaha, Nebraska.

## 4 NATIONAL NAME RECOGNITION

An extensive advertising program in national magazines is telling home buyers of the values they'll find in Gunnison Homes and is establishing the Gunnison name as a standard of quality. And Gunnison Homes' relationship with United States Steel Corporation is an added sales feature.



## FOLLOW GUNNISON'S HOMES'

# *path to profits"*

### 5 ADVISORY FINANCIAL SERVICE

To assist you in your development work, Gunnison Homes' staff includes financial specialists who will assist you in dealing with your lending institutions. You'll find their services helpful in making arrangements to finance specific development projects.



### 6 ELIMINATION OF ARCHITECTURAL AND MATERIAL PROBLEMS

When you build the Gunnison way, you offer your customers the finest, most modern architectural design from the boards of men like the nationally-known residential architect, Henry Hill, while eliminating a retainer fee of your own. And temporary material shortages cause no holdups, because everything you need is included in the Gunnison package.



### 7 HOME PLANNING SERVICE

All the decorating help you need is available from Gunnison's Home Planning Service. Paints, colors and fabrics are suggested in modern taste for these truly modern homes. And complete furnishings packages are available to you at extremely low cost for use in your demonstration homes.



### 8 GREATEST 1953 LINE IN THE BUILDING INDUSTRY

It's a line so extensive that you can build a project of 50 homes or even more without a single duplication. This great Gunnison line is based on four different models—the new "Talisman" and better-than-ever "Champion," "Coronado" and "Catalina"—each with several sizes and a choice of exterior treatments. 72 elevations in all.



### If you'd like to follow this "eight-point path to profits"

... write to us on your business letterhead. We'll send you complete information on this successful enterprise that offers today's greatest home values in the \$6,500 to \$12,000 price range.



# Gunnison Homes

Manufactured by Gunnison Homes, Inc., New Albany, Indiana

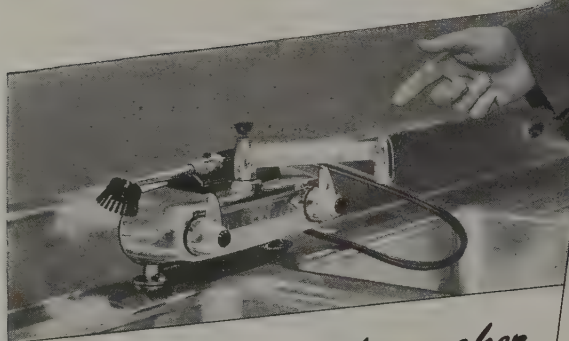
"Gunnison," "Champion," "Coronado," "Catalina" and "Talisman"—trade-marks of Gunnison Homes, Inc.

SUBSIDIARY OF UNITED STATES STEEL CORPORATION



# "DISHMASTER helps sell my houses!"

says Donald Scholz,  
prominent Ohio Builder



You can give your houses  
the added advantages of  
a DISHMASTER, the push-  
button dishwasher, for  
little more than the cost  
of faucets alone!

**DISHMASTER is a sales maker  
...and here's why!**

- ✓ Dishmaster... the miracle, pushbutton dishwasher, fits any sink; washes dishes, glasses, silverware, even pots and pans!
- ✓ Dishmaster retails at a price that makes sense to housewives and dollars for you—\$49.50!
- ✓ Dishmaster washes dishes faster and easier than models selling for as much as \$300—\$400!
- ✓ Dishmaster is easy to install—fits wall or deck sinks.
- ✓ Dishmaster has been proved in hundreds of thousands of homes all over America.
- ✓ Dishmaster's national advertising will reach over 85,000,000 readers of American Home, Better Homes and Gardens, House Beautiful, House and Garden, Sunset, Small Homes Guide, Good Housekeeping, Business Week, Esquire, Newsweek, Woman's Home Companion, Ladies' Home Journal, Woman's Day, Family Circle, McCall's, Everywoman's, What's New In Home Economics.

**FILL OUT COUPON NOW!**

**DISHMASTER**  
puts the  
**big plus**  
in your houses

Gerity-Michigan Corporation, Merchandising Division  
10 South Superior St., Toledo 4, Ohio

Gentlemen: Please send me Free descriptive booklet "Dishwashing the Easy Way". I am a Builder ☐ Architect ☐ Please send prices.

Name

Firm

Address

City  Zone  State

## LETTERS *continued*

ample, install a dormer window. Structural failure will also occur if someone saws out the studs in a load-bearing partition.

We must rely on a degree of judgment in home owners. Possibly some day each builder will provide the home owner with a book of instructions regarding the house and quite possibly include in such a book guarantee on the mechanical equipment and statements regarding the limitations on design loads.

In the trusses which we built using union carpenters, the nails were staggered in the usual fashion and there was ample space for nailing in all of the connections which, incidentally, were built exactly as shown in the drawings. The drawings are intended as diagrams and no exact nail spacing or location was given.

It is assumed that the craftsman would not line up nails in the same grain line. There are, as far as we know, no existing American standards for nail spacing: that is, none based on scientific tests.

It might be interesting to note that with the nail size recommended for use in the truss the nails should be offset or staggered a minimum of one nail diameter which, in this case, would be approximately  $\frac{1}{8}$ ". This dimension is too small to be shown on the drawings, and with this amount of offset between nails the spacing in the other direction can be approximately  $1\frac{1}{2}$ ".

Similarly, we are confident that our design of other portions of the frame, including the end distance at the ring connectors, is correct. Without an exact mathematical analysis I do not know how it is possible to conclude that this end distance was unsatisfactory, and a complete mathematical analysis is something that would involve considerably more than two hours' work.

We are printing a plan sheet as a publication of the Small Homes Council. This includes the design data and other material requested in Mr. Gommel's letter.

JAMES T. LENDRUM, director  
University of Illinois  
Small Homes Council  
Urbana, Ill.

## WHAT KIND OF HOUSE?

Sirs:

Anent Frank Lloyd Wright's comment on the kind of house people want (H&H, Mar. '53), this is from an ad in the *Dallas Morning News*. "What is a Ranch House?" It goes deep into Western soil. Its growth has never been limited. It has never known a set style, is a shelter for a family so planned, constructed and equipped, that it gives the best possible accommodation for the money. It is shaped by needs for a special way of living—informal, yet gracious."

WM. J. SCHIRMANN  
Farmers Realty  
Buffalo, N. Y.

*continued on p. 106*



*As fundamental as  
hidden pipes...*



*A good plan  
is always better  
when it includes  
symbols for  
telephone outlets.*

In the home-planner's scheme of things, the place for pipes is in the walls where they're out of sight.

That's the accepted place for telephone wires, too.

You can make concealed telephone wiring and preplanned telephone outlets standard features in the homes you design. A simple conduit system, included in plans and specifications, is all that is required.

Your Bell Telephone Company will be glad to help you plan economical raceway installations. Just call your nearest Business Office.

**BELL TELEPHONE SYSTEM**





# 3

**sure ways to better,**

## 1. Plywood subfloors

FIR PLYWOOD subflooring can be applied in less than half the time required for lumber. Big panels cover large areas quickly . . . fit standard joist spacing without wasteful cutting and fitting.

Plywood subfloors are solid. Won't cup, squeak, swell or shrink . . . protect against drafts and air infiltration. Rigid plate-like action gives added protection against windstorms or earthquakes.

### Specify PlyScord for Subfloors

® PlyScord is the economical unsanded construction grade of Interior-type fir plywood. Glue is highly water-resistant (but not waterproof) and will withstand occasional wetting on the job.



## 2. Plywood underlay

TILE, linoleum or wall-to-wall carpeting lays flat, *stays* flat over smooth, flat fir plywood. Large, smooth panels do away with "humps" and ridges which mar beauty, offer points of wear.

Fir plywood underlay cuts costs, too. Saves time and labor. No felt needed; coverings can be placed directly on the plywood. No pre-drilling or special fastenings needed with plywood underlayment.

### Specify PlyPanel for Underlay

® PlyPanel is the versatile "one-side" grade of Interior-type fir plywood. For underlayment, for paneling, cabinet work and other indoor jobs where only one smooth side is required.



## 3. Plywood combined

HERE's a real cost-cutter. Use a single thickness of fir plywood for both subfloor *and* underlay. Because plywood gives great structural strength *plus* smooth, flat surface, you save two ways: you save on materials, you save on labor.

Combined subfloor-underlay of fir plywood gives entirely adequate construction for any finish floor including tile, linoleum or carpeting.

### Specify PlyPanel for Subfloor-Underlay

® PlyPanel is the versatile "one-side" grade of Interior-type fir plywood. Use it for combined subfloor-underlay, for paneling, cabinet work, and other indoor uses where only one smooth side is required.



® Always look for these registered industry trademarks—your guide, guard and assurance of DFPA quality-tested fir plywood. For detailed specification data write (USA only) Douglas Fir Plywood Association, Tacoma 2, Washington for 1953 Basic Catalog.





THIS HOME, built by L. I. Combs & Sons, typifies the successful use of *Thermopane* by builders in northern Indiana. It is an \$18,000, three-bedroom house with full basement, garage and perimeter gas heat. It's all set for the cold Lake Michigan winds coming over the dunes. It has *Thermopane* insulating glass in every window.

## "This sign packs a wallop for builders"

—says HENRY J. BULZA  
of GARY, INDIANA



"This is *Thermopane*\* insulating glass." Those words in the window of a new house—or spoken to a home-buying prospect—are powerful selling. *Thermopane* is known—and wanted.

Henry J. Bulza of the Ambridge Lumber and Supply Company, Inc., Gary, Indiana, can tell you from experience that it works! Builders have bought from him over 1,000 lights of *Thermopane* in two panel window sizes. They're offering *Thermopane* in every window of houses ranging from \$18,000 to \$25,000. They give home buyers insulated windows right at the start, included in the mortgage package. There's no extra selling job for storm sash.

The use of *Thermopane* in panel windows gives builders an economical way to add the extra value and the sales appeal of *Thermopane*. Mr. Bulza says: "The panel window eliminates storm sash and cuts the builder's cost. Also, it gives the home owner more glass for less money. We can give him 82 sq. ft. of glass for about \$200. The same wall area with conventional windows would cost a lot more."

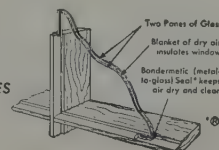
Write for full information. We'll send you full data on *Thermopane* sizes, types of windows for *Thermopane* and details on panel windows. Libbey-Owens-Ford Glass Co., 953 Nicholas Building, Toledo 3, Ohio.



**Thermopane**  
INSULATING GLASS

LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES

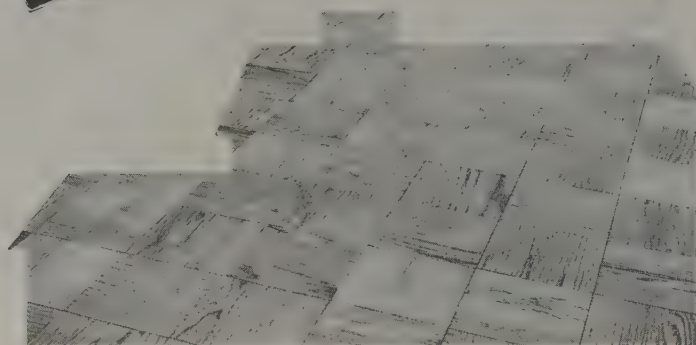
For better vision, specify *Thermopane* made with Polished Plate Glass







**PUTS** *Sell*  
**INTO A HOME!**



## Install and feature ready-finished hardwood floors of Parkay Oak Tile

Beautiful hardwood floors of Parkay Oak Tile add a visible value to a home—one that most prospects appreciate and want. It's a low cost luxury feature, too, that's well within most building budgets.

Parkay flooring is 3/16" thick—conserving costly hardwood without sacrificing wearing surface; permitting use with other resilient floor materials without changing floor levels. Factory finishing eliminates slow and costly sanding and shellacking. Flooring is applied quickly with Parkay Adhesive over any smooth, dry subsurface—wood or cement. Final cost? Comparable to that of ordinary strip finished on the job.

Parkay 9" x 9" Oak Tile is available in brown or blond finish. Write today for sample and descriptive literature. See for yourself how Parkay gives a plus value that you can turn into a profit. Parkay, Incorporated, 5002 Crittenden Drive, Louisville 9, Ky.



**PARKAY**

READY-FINISHED HARDWOOD  
FOR FLOORS AND WALLS

## LETTERS

### BATHROOMS

Sirs:

Our bathrooms have been confined to the 5' x 7' variety and at \$7,000 for a two-bedroom house in a recently completed development, we offered ceramic tile floor with marble threshold, glazed clay tile walls 4' high—5'-6" around the tub—and plumbing fixtures in color. We could have used several of the "20 Ways To Better The Small Bathroom" (H&H, Feb. '53) in that development. Specifically: (1) the full width window over the tub, (2) the oversize medicine cabinet, (3) the open cabinet over tank, (4) The drying facilities for items such as nylons, etc.

Your "5 Ways To Cut Bathroom Costs" in my opinion are all very practical. We use masonry construction for our exterior walls and doubt if any dollar and cents saving can be effected by using the full width window.

However, we do feel that the attractiveness of this feature will make it worthwhile even if it should cost us a few dollars more, so we plan to use it in our next development.

I hope in the near future you will do a similar fine job on other portions of the house such as kitchen, bedrooms and their closet space, etc.

JAMES M. ALBERT  
*Albert Construction Co.*  
Miami, Fla.

Sirs:

Based on our market, I believe home buyers will not pay extra for a larger bath. Anything that is added adds to sales appeal, but items that up the cost reduce the ability to buy, except in higher priced homes where the cost of the appeal items are lost in the overall.

Definitely the bathroom is not the place for the washing machine.

IRVIN A. BLITZ, *designer and builder*  
Wilmette, Ill.

Sirs:

Many of the ideas are excellent.

We now use many of those ideas, and expect to utilize most of the rest shortly. Many buyers would gladly pay extra for the larger bath if they could. Unfortunately, our problem is to qualify our purchasers on income, and an increase in sales price, even a small increase, would eliminate a substantial portion of our prospects for homes at \$8,500 to \$9,500.

In these homes of 800 to 950 sq. feet we are more interested in adding items of exceptional sales appeal, the increased cost of which can be all or mostly absorbed, than to add major items which would raise the sales price.

ROLAND C. BREMER  
*Bremer & Wilhelm*  
San Antonio, Tex.

# PUT QUALITY WHERE IT COUNTS, SPECIFY PENTA TREATED LUMBER

The architect's reputation, the buyer's investment — both are protected by PENTA, the clean modern wood preservative



The Dow Chemical Company  
Dept. PE 3-7B2  
Midland, Michigan

Please send me without cost:

- ☐ Information on PENTA and wood-treating specifications.
- ☐ Name of nearest PENTA distributor.
- ☐ Copy of booklet "Before you Build or Buy."

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

PENTA\* belongs in all specifications prepared by architects and builders concerned most with quality construction and their reputation.

For the buyer, PENTA-treated lumber means fewer repair costs, much longer life for his original investment.

By controlling wood rot, decay and termite damage, PENTA adds years of reliable service to *all* construction lumber. PENTA gives protection at the vital points of a house. It puts quality where it really counts.

Exterior wood such as trim, siding, window frames, doors and sash, when treated with a water-repellent solution containing PENTA, are protected against checking, warping, decay and termites. Other important points such as joists, plates and sub-flooring need PENTA protection to resist rot and termite attack.

Build your reputation for quality design and construction. Always specify PENTA-treated lumber. Send today for more information about \*PENTACHLOROPHENOL, the *clean*, modern wood preservative. THE DOW CHEMICAL COMPANY, Midland, Michigan.

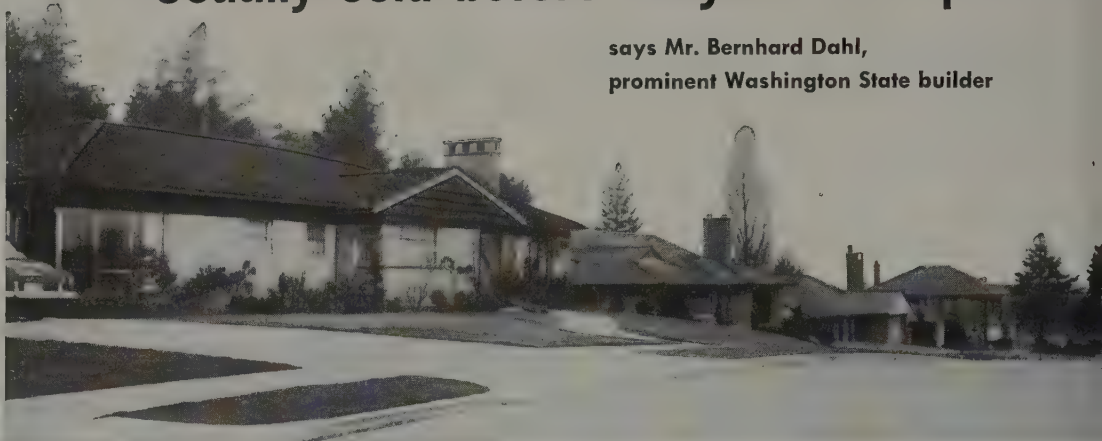
you can depend on DOW CHEMICALS





# "Usually sold before they are completed!"

says Mr. Bernhard Dahl,  
prominent Washington State builder



Several miles northwest of Seattle, and overlooking Puget Sound, is this five-acre development known as Dahl Terrace, on Magnolia Bluff.

The development includes 19 homes (varying in price from \$25,000 to \$75,000); all

of them planned with a view in three directions.

The homes are on the highest point in the area overlooking Puget Sound, the lights of the city of Seattle, the Olympic Mountains and the Cascade Mountains.

G-E kitchen and laundry appliances similar to those shown in the photographs below, were installed in *all* these homes as proof of the built-in quality of the development. And, most of the homes were sold before they were completed.

**T**ODAY'S HOME prospects want kitchen and laundry appliances as a *basic* part of the house. And, most people prefer General Electric Appliances to any other make.

Below, you see Mr. Bernhard Dahl calling on

homeowner Mrs. C. Cufley to obtain first-hand proof of satisfaction with the General Electric Kitchen-Laundry equipment in her Dahl Terrace home in which she has now lived for two years.

Note her comments.



"After dinner, I just whisk through the clean-up I used to dread. The garbage is washed away. I place the dishes in the dishwasher, and walk away."



"My G-E Refrigerator is so spacious. There's room for everything. Besides, the vegetables are always crisp; *all* the food is properly refrigerated!"



"I put my dinner in the oven in the morning, set the timer and go to a meeting or shop all day. When I get home, dinner's ready."



"Now I wash the boys' clothes and they are ready to put on again after their naps. Without a G-E Dryer, clothing might take several days to dry."



"Right now, I have in our General Electric Freezer a Dungeness crab which the boys caught.... Now I can buy in quantity, prepare dinner in less time."

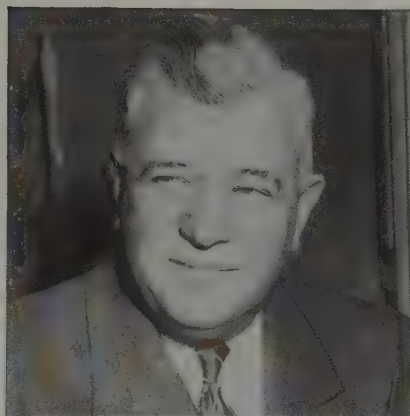


"We've used these G-E cabinets for over two years now and they're as beautiful and white as the day we moved in. They are certainly easy to keep clean!"

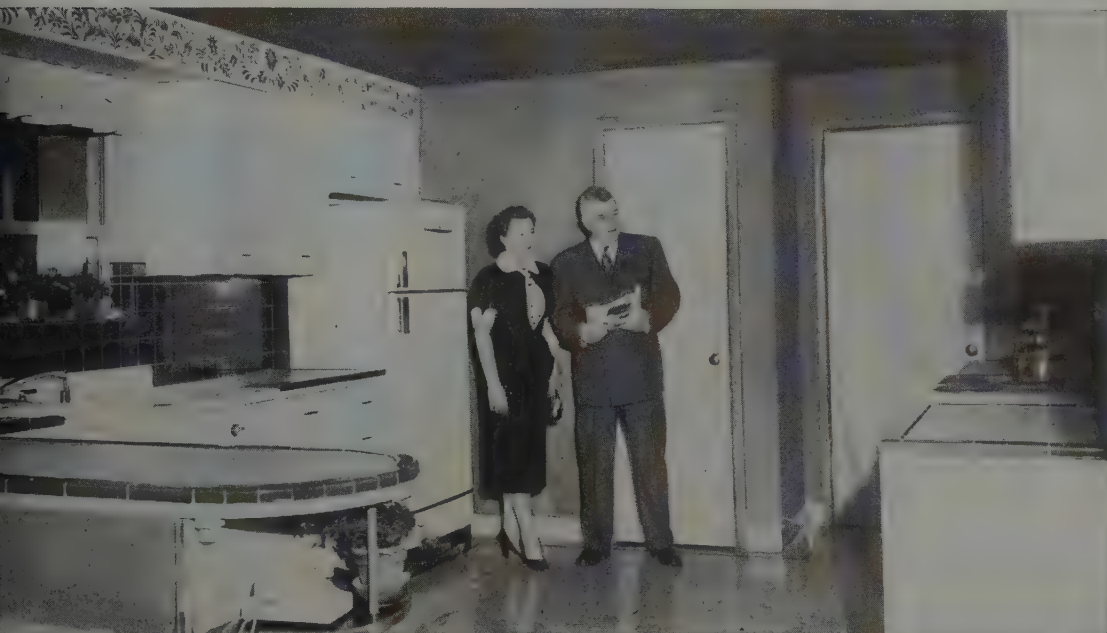
**Mr. Dahl** has been building quality homes for over twenty years in the better residential areas of Seattle, including Magnolia Bluff, Magnolia, Windermere and Innis Arden. He says:

"To be truly *lived in*, today's home must include the latest equipment . . . *quality* equipment that gives the homeowner maximum comfort and convenience at a minimum of maintenance and operating expense.

"I have never had any trouble selling homes. They are usually sold before they are finished, and in most cases, I feel people want them because they are quality homes in every way and because they have the very best in modern appliances—General Electric."



**Mr. Bernhard Dahl** is a past president of both the Seattle Master Builders, Inc., and the Seattle Home Builders and Contractors.



## How G.E. will help you to merchandise your houses

**Men who know** the building field, men who can be your right arm in helping to make your development an outstanding sales success, are available to you.

These G-E distributors will work with you, advise you, and place before you *proven* merchandising plans and promotions that will help sell your houses faster.

Furthermore, they will be glad to provide draw-

ings of kitchen and laundry layouts that are specifically designed to meet your building problems, publicity and advertising recommendations, even suggestions for various mortgage plans.

For further information, see your G-E distributor, or write to the Home Bureau, General Electric Company, Louisville 2, Kentucky.

**You can put your confidence in—**

**GENERAL  ELECTRIC**



# New low-cost ways to speed



Contrast the rich, custom look of this Birch pre-finished Plankweld with an ordinary wall surface. Looks far more expensive than the \$58 per package which covers 108 sq. ft. Plankweld is edge-grooved to provide neat lap joint. No visible nails because of special metal clips. Factory finished—no finishing on the job!

Amazing new wonder-wood Novoply is the flattest panel ever made. Novoply sliding doors never warp, swell, stick, jam or rattle. Once you see the mosaic beauty of this new, low-cost Weldwood product, you'll choose it for everything from wall panels to built-ins. Sizes 4' x 7' and 4' x 8' in  $\frac{3}{8}$ " and  $\frac{3}{4}$ " thicknesses—good both sides.

Home buyers are shopping around. Builders turn to low-cost Weldwood plywoods to add quality and customer interest to homes in all price classes.

Frankly speaking, the gravy train has left. As one builder recently put it, home buyers "no longer come in with a desperate look on their faces because they have to find some place to live."

This means, simply, your customers are going to shop around. They'll compare your offerings with other homes on the market. The difference between handing over the deed or holding onto a dud will be the *extras* that add *distinction* to the homes you build.

Weldwood plywood products are investments that more than pay for themselves in quick turn-over and satisfied buyers. A living room paneled in beautiful, low-cost Weldwood oak can make a sale before a single other room has been seen. Weldtex squares on a bedroom ceiling, Surfwood on a TV-room wall, rich-looking Novoply sliding closet doors add the extra personality that makes your homes stand out.

*Real wood* is the big news and long-range trend in interior home design. Cash in on this trend which is being promoted to *millions* in Weldwood ads and editorial features in *House Beautiful*, *Better Homes and Gardens*, *American Home* and others.

Give the homes you build or remodel added richness, distinction and that sought-after "custom" look with Weldwood. Complete information can be supplied at your nearest Weldwood showroom . . . or see your lumber dealer for Weldwood products.



# home sales with Weldwood



Material cost for a striking Weldtex 13-foot wall is only \$27. Notice how the deep grooves add depth and personality, yet have the functional purpose of hiding face nails and butt joints. Weldtex goes up fast and may be painted, stained or finished "natural."



Superb African Mahogany is an ideal backdrop for either traditional or modern furnishings. For either new construction or remodeling jobs it adds character and a quiet charm. Like all Weldwood plywoods, it is guaranteed for the life of the building.



Why paint the ceiling and forget it when it can be a valuable sales asset with Weldtex pre-cut squares? Available in 12", 16" and 24" sizes, they are easy to put up, and can also be used for dramatic wall treatments. Cost—about \$47 for a 12' x 15' ceiling.



New idea for kitchens makes extensive use of Weldwood plywoods. Light colored woods like birch and knotty pine are particularly popular. In this kitchen, birch has been used to good advantage. Upkeep with all Weldwood Plywoods is kept to a minimum.

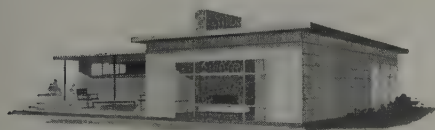


Newest Weldwood paneling is Surfwood, an exciting product for use where a rustic treatment is desired. Surfwood, in 4' x 8' panels, has the authentic "sand-blasted" effect of wood found on the beach—satin smooth with grain and small knots standing out.



Paint or enamel this Weldwood Utility Gum with no grain raise. Made without plugs or patches, these low-cost hardwood panels are highly useful for interiors, yet they cost no more than softwood plywood. Sizes: 1/4" thick in panels 6' x 4', 7' x 4', and 8' x 4'.

*There is a Weldwood Product for every part of the home*



- Concrete forms
- Wall and roof sheathing
- Cabinets and built-ins
- Interior walls
- Exterior siding material

- Westinghouse Micarta for counters, table tops and bars
- Doors
- Sub-flooring
- Bathrooms and kitchens

Cost figures above are approximate; for exact quotations consult your lumber dealer.

## Weldwood®

United States Plywood Corporation  
55 West 44th Street, New York 36, N. Y.  
Distributing units in all principal cities • Dealers everywhere

Novoply, Weldtex, Plankweld and Surfwood are registered trade marks

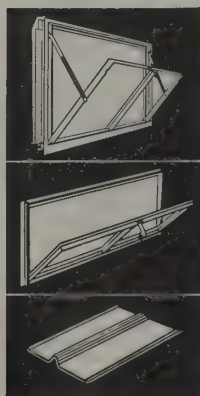




# VENTO

## the BONDERIZED STEEL WINDOWS OF *EXTRA VALUE*

The extra value in Vento Bonderized Residence Casement Windows includes: all casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.



**NEW IMPROVED VENTO BONDERIZED "CHAMPION" BASEMENT WINDOWS** give extra value because of their 14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

**VENTO "THRIFTY" BONDERIZED BASEMENT WINDOWS** give extra value because they are a real economy window especially designed for lower cost housing. Two position ventilation and easy sash removal. Fin flanges at jambs for quick installation. Three sizes, putty type only.

**VENTO FORMED STEEL LINTELS** give extra value because they permit the use of standard 8" blocks over door and window openings. Of 10-gauge steel, with stiffening crimp in center. Also formed steel lintels for brick constructions.

# VENTO

**STEEL PRODUCTS CO., INC.**  
236 Colorado Ave., Buffalo 15, N. Y.

**ALSO Vento "Champion" Barred Basement Windows; Vento "Champion" Utility and Barn Windows; Vento "Thrifty" Utility and Special Type Windows.**

**Write us for full information and name of nearest distributor.**

*Some desirable territories are open for representatives and distributors. Write for particulars.*

## LETTERS *continued*

Sirs:

We certainly agree that the "Five Ways to Cut Bathroom Costs" can save up to \$150 or more. We have used several of them, especially where codes permit. Few cities, though, permit the minimum National Plumbing Code standards, and in our area we have a lot of excess requirements.

It is our opinion that after we go above the minimum house, people are willing to pay for extras in a larger bathroom.

We do not believe that people would care to use a washing machine in the bathroom.

LAVERNE E. BURMESTER  
Midwest Fabricators, Inc.  
Janesville, Wis.

Sirs:

The bathroom is a splendid place for the washing machine, especially for the new combination washer-drier models. I also believe bigger wash basins, full-length mirrors, built-in clothes hamper, etc. definitely pay for themselves in added sales appeal.

I believe space for a bathinette or wash basin with a counter top should always be included for use in bathing the baby.

MENDELL M. BROYLES, *NAHB*  
Muncie, Ind.

Sirs:

I am sure that some buyers will pay extra for a larger bath, but not in our price class. There is no question in my mind that larger wash basins, full length mirrors, etc., have added sales appeal, but they also create added cost which would be contrary to our objective. We do not think that the bathroom is the best place for the washing machine and do not think that large numbers of people would go for an open bath plan.

NELS G. SEVERIN, *president*  
Severin Construction Co.  
San Diego, Calif.

## INTERNATIONAL

Sirs:

I find your magazine full of news and ideas. I would like more detailed features on the newest building materials and methods and close details from the examples given.

As your magazine is widely read all over the world it seems that it does not belong to the US only, but to the world. I would like examples of modern buildings from the old world and from the other countries, now and then to appear in the magazine. This would help bring the different architectural minds closer and give a broader view of things carried out all over the world without losing the American touch.

MRS. CELILE BUTKA  
Istanbul, Turkey

## MODERN MORTGAGES

*A monthly report on important developments in the modernization of mortgage credit, with particular emphasis on the expanding potential of the package mortgage, the open-end mortgage and the expandable mortgage*

### Package mortgage: Minnesota, Wisconsin join the parade

Two more states were opened up last month to the package mortgage: Minnesota and Wisconsin joined the majority of states that already take the package mortgage as a matter of course and include household equipment under a mortgage as standard practice. That leaves only 13 states—notably California and Texas—yet to modernize mortgage credit to cover the new types of equipment (all states now cover equipment like oil burners which was at first questioned by mortgagees). The other 11 states not yet using the package mortgage: Georgia, Idaho, Iowa, Kansas, Nebraska, North Carolina, North Dakota, Tennessee, Utah, Vermont and Wyoming.\* Both Minnesota and Wisconsin became converts to the open-end mortgage as well.

**It happened one night.** The rapidity with which both states adopted the package and open-end mortgages suggests that still more states can be opened up for them if someone gets behind them and gives them a good push. Here is what happened to the package mortgage in the two northwestern states: a representative of HOUSE & HOME—at the invitation of builders and of builders and mortgage lenders in Minneapolis and Milwaukee—explained the mechanics of the package mortgage, citing that many lenders still believed “what was good enough for grandpa is good enough for us.”

At the Minneapolis meeting things happened in record time: State FHA Director Harold Farley agreed to consider appliances as legitimate costs of a house along with lumber and other building materials, a short time later said FHA would allow builders a reasonable value on appliances. VA followed suit, agreed to allow the builder his cost plus 10% for appliances.

Within four days Twin City Federal Savings & Loan, Minneapolis, was running newspaper ads explaining its package mortgage plan, soon was processing the first of several package-mortgage deals.

Said G. P. Uttley, vice president of Minnesota Federal Savings & Loan, after the meeting: “I fully expect this will stimulate members of the Mortgage Bankers Assn. to use the package and open-end mortgages.”† George Maloney of the Minneapolis law firm of Maloney & Carroll (he is also general counsel for MBA) convinced skeptics at the Minneapolis meeting of the soundness of the legal bases for the package mortgage. Many local builders saw in the package mortgage a boon to the replacement market which they believe must be tapped to keep housing volume up to the million-a-year

mark that spells lower prices, better value and faster sales.

**The Milwaukee story.** In Wisconsin's biggest city the HOUSE & HOME spokesman made another one-night stand and convinced lenders the package mortgage was legal under the common law. FHA Director Anthony Gawronski said: “I think young house buyers should be able to get needed kitchen and laundry equipment as part of the house package rather than buying on short-term credit.”

John Cleary, vice president of the Wisconsin Savings & Loan League, said: “Our institutions have been missing a bet. We expect to have a standard package mortgage ready shortly to recommend to members.”

In both cities lenders had raised age-old objections. One: that the appliance would not last the life of the house. Yet, the H&H spokesman pointed out, lenders did not balk at writing mortgages covering oil burners, hot-water heaters, even paint applied to walls and added that the life of the average FHA mortgage is 8½ years, anyway, and well within the lifetime of most appliances.

The objection that easily removable household equipment might not be considered realty because it was not securely affixed to the premises was also scotched. The answer: parties to a contract in any state can determine between themselves what shall be considered realty; in states where, by custom, appliances are not considered real property, protection is afforded third parties and the lender by filing the mortgage under the real and chattel records. Clincher: FHA's revised waste clause (see H&H, Feb. '53, p. 77) provides insurance for all but \$100 of the total needed to replace stolen or wilfully damaged property.

\* Pennsylvania and Missouri have foolish inconsistencies: appliances on the FHA-approved list in Philadelphia are kept out of houses in the Pittsburgh area; similarly Kansas City's FHA office does not approve the same appliances for FHA loans that are perfectly legal in St. Louis.

† MBA recently urged federal housing agencies to adopt the principles of the open-end and package mortgage.

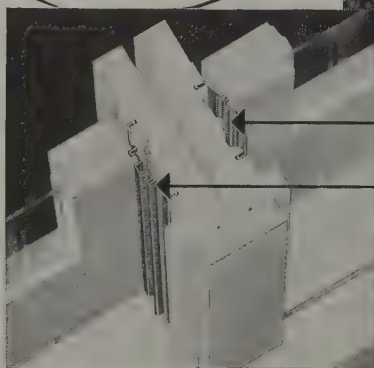


# BILT-WELL

## *Twin Features:*



**WEATHERTIGHTNESS**—to save fuel  
and **EASY OPERATION** to save irritation—  
make both **BILT-WELL SUPERIOR** double-hung units  
and **BILT-WELL CLOS-TITE** casements the  
outstanding windows in their respective fields



### "SUPERIOR" JAMB-LINER

The Bilt-Well Patented Superior Jamb-liner provides twin functions. Its flexibility automatically overcomes sticking from expansion—also overcomes leaking from contraction. And, because it does both, Superiors fit snugly and slide easily under all weather conditions.

See Our Catalogs 16<sup>c</sup>-CA and 23<sup>b</sup>-CA  
in Sweet's 1953 File



**BILT-WELL SUPERIOR** Windows give you **TWICE** the protection against air infiltration as required by American Wood Window Institute's Specifications by **Actual Tests**. And, Superiors require only 1/10th the lifting effort of most other effectively weatherstripped windows. Yes,—Superior's patented Jamb-liner is the secret. This exclusive feature provides flexibility which insures both finger-tip lift and snug-fitting windows. And "Superiors" are counter-balanced with **guaranteed** overhead spring balances. These fine features are permanent, no adjusting or servicing. **NO OTHER WINDOW IS COMPARABLE!**

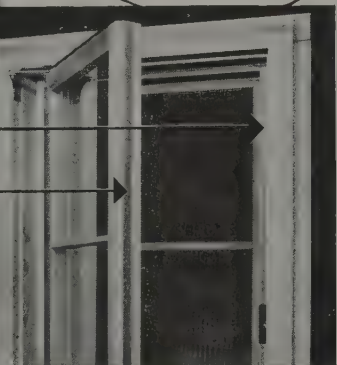
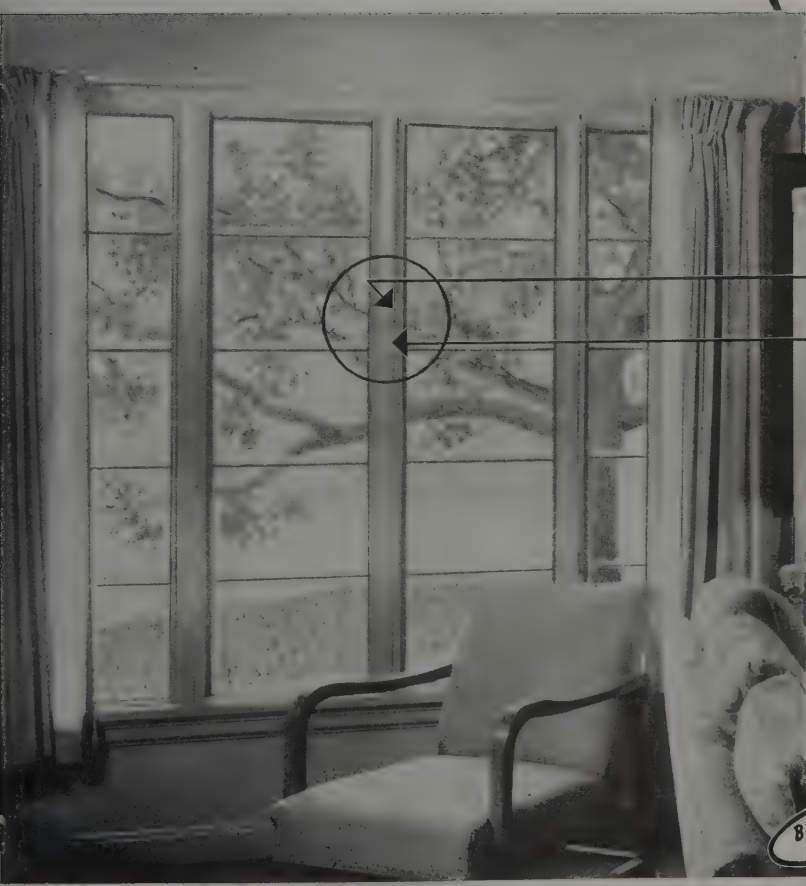
**BILT-WELL CLOS-TITE** Casements are double weatherstripped to provide the twin features —weathertightness and ease of operation. Full 3/16-inch clearance between beveled edge of sash and frame insures bind-free operation. Both sash and frame are weather-stripped, plus the additional insulating feature of twin glass on all sash. Cadmium finish (weatherproofed) hardware includes patented Extension Hinges (for easy cleaning) and a quiet, smooth Crank-type Operator, Locking handle is bronze plated.

The Bilt-Well Line of Building Woodwork (everything for the home) is made of clear, kiln-dried Ponderosa Pine. Essentially all exterior products are toxic, water-repellent treated in accordance with National Woodwork Manufacturers Association Standards.

**HERE'S THE LINE OF BILT-WELL PRODUCTS:**

- Superior Unit Wood Windows • Nu-Style & Multiple-Use Cabinets • Carr-dor Garage Doors • Combination Doors • Screens & Storm Sash Basement Unit Windows • Shutters • Exterior Doors
- Interior Doors • Entrances • Louvers & Gable Sash • Corner China Cabinets • Ironing Board Cabinets • Mantels • Telephone Cabinets • Stair Parts

**CARR, ADAMS & COLLIER CO.** Dubuque, Iowa



**DOUBLE WEATHERSTRIPPING**

Spring tension weatherstrip (on both sash and frame) is made of anodized aluminum alloy. It is neat, nailless—rolled into a saw kerf in the frame stops at head, sides and sill, and into the four edges of sash. Therefore, sash do not bind even when tested under the most extreme moisture conditions.





Here's why builder Herbert T. Thompson says...

# "Insulite added to my new home

This is Mr. Thompson's own home. Quality, not cost, was the deciding factor in the selection of the materials that went into it. Yet, when Mr. Thompson chose Bildrite for a quality sheathing job (greater bracing strength, insulation value and a tighter wall) he reduced his sheathing costs by \$112. Pictures on these pages show how.

HERBERT T. THOMPSON  
*Herbert T. Thompson & Son, Inc.  
Contractors & Builders  
Minneapolis, Minnesota*



INSULITE AND BILDRITE  
ARE REG. T.M., U.S. PAT. OFF.

# quality yet saved me \$112 !"



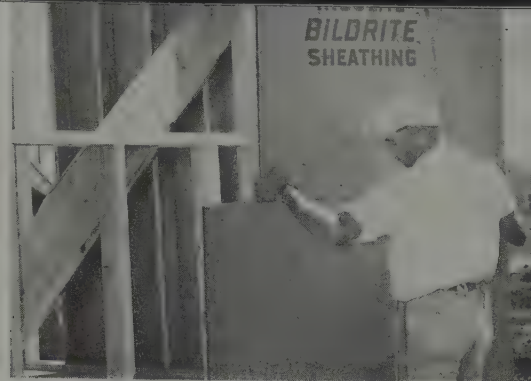
Build and insulate with double-duty

# INSULITE

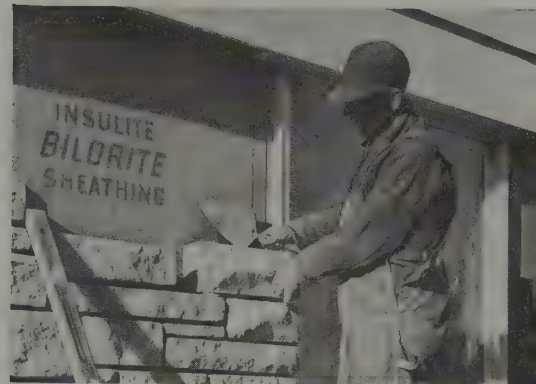
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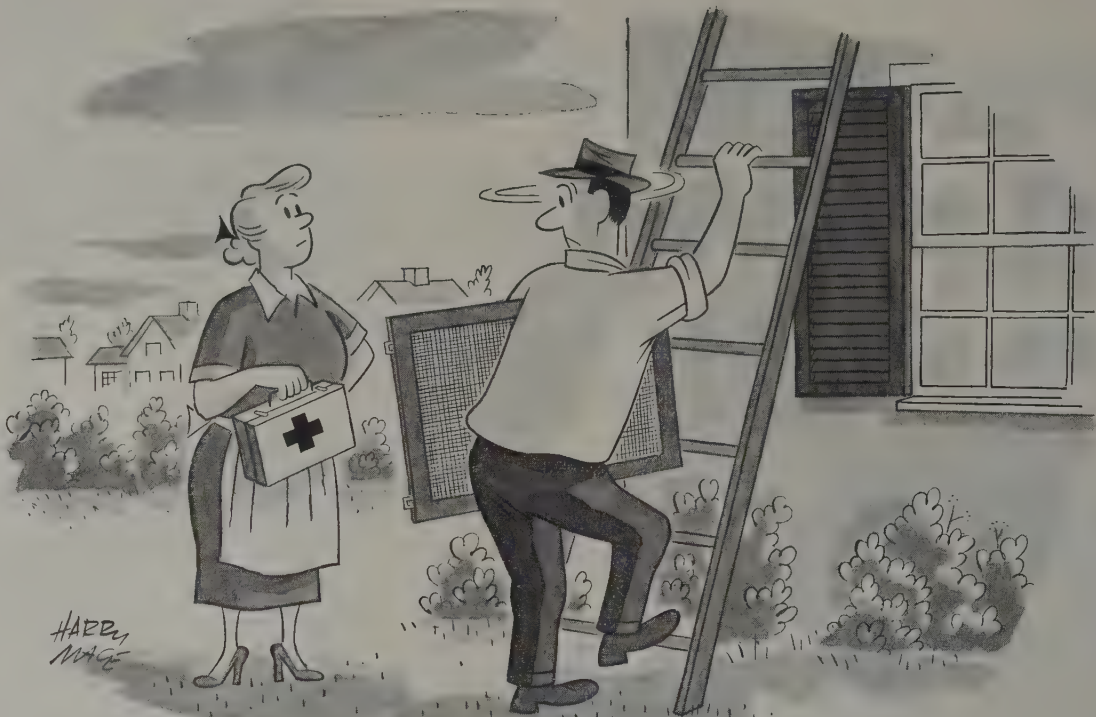
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"All right, dear, I'm ready!"

## Avoid ladders and trouble!

Specify Duralls . . . the screens of today for homes of today!

Extra good looks . . . greater convenience . . .

less expense . . . are built into your homes, with Duralls!

**No hauling, hoisting, hammering or painting!** Duralls snap into place from inside . . . give complete bug-proof protection! Never need paint or between-season care! Roll up for small-space storage! Cost less than ordinary screens! No wonder your clients prefer Duralls!

**Inside job**—No ladders . . . simply unroll Duralls, snap into place from inside. Easy as a shade.

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Over 4,000,000 Duralls now giving complete satisfaction in every state in the Union. If your hardware or lumber dealer cannot supply you write us for the name of your nearest Durall dealer, New York Wire Cloth Company, 63 Park Street, New Canaan, Conn.



Go up in 9 seconds  
.. from inside!




Roll up for easy storage!

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West of the Rockies, ask for RYLOCK

DURALLS have famous Aldura 'Multi-Strand' Reinforced, Flat-Edge Screening to insure grip seal . . . Patented by New York Wire Cloth Company



*Residence and studio of  
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More and more, people with discriminating taste and a knowledge of construction values are using exposed Waylite Masonry. It is remarkable for beauty . . . economy . . . thermal and acoustical properties.

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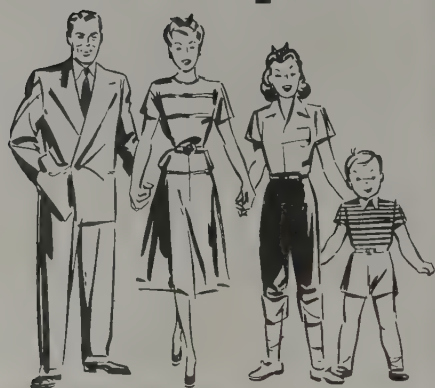
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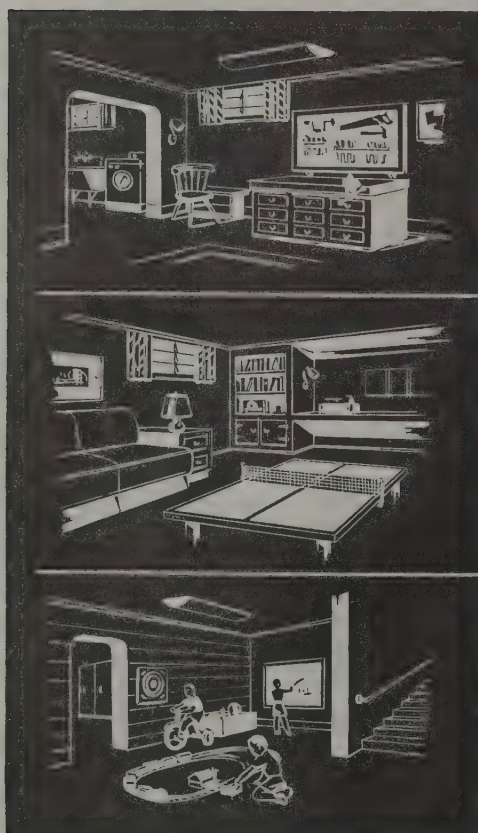


# Buyers Want Basements



**BASEMENTS GIVE AMPLE SPACE FOR  
LAUNDRY • UTILITIES  
STORAGE • RECREATION  
HOBBIES**

Not an old fashioned cellar, but a modern basement helps to sell houses. The modern basement is clean, dry, light and spacious. It is warm in winter and cool in summer. An additional room the size of your ground floor affords plenty of room for the entire family to work, play and develop new interests.



## Plenty of Room to Work

A modern basement offers DAD the opportunity to have his own "fix-it" shop with work bench, power tools and other "do-it-yourself" tools that DAD will enjoy. MOTHER can have a full sized laundry room—including automatic washer, automatic dryer and mangle. Also, there will be space for a deep freeze unit, and storage space for can goods and preserves.



## Solves the TEEN-AGE Problem

Let them take over the basement, not the house. They'll dance, play table-tennis, or shuffle board; watch video, have their parties, all within the confines of the basement. They'll enjoy it and it will be no inconvenience to the rest of the family.



## A Real Playroom for KIDDIES

A basement playroom for the KIDDIES where they can enjoy themselves without restraint. At the same time, it saves wear and tear on the rest of the house. In rainy or cold weather the kiddies can ride their tricycles, play games or do the hundred and one things kiddies can find to do.



## BASEMENTS ARE LOW IN COST

A modern basement is REASONABLE IN PRICE. Poured concrete walls are considered the best and are often the cheapest. On mass production jobs where several similar foundations are put in by the same crew, poured concrete is definitely cheaper. Experienced men can form custom foundations at scattered locations at as low a cost figure as any substitute type wall.

## BASEMENT VS. UTILITY ROOM

In a recent housing project basement houses were compared with basementless houses. It was found that the basementless house had to be at least 7% larger in order to have the same usable floor space. By placing the utilities and laundry in the basement, the first floor area could be decreased. As the basement is four times larger than the utility room, there

is ample space left for other uses. Heating installation and fuel costs were also found to be less with a basement unit.

Write for full information on costs—rental and purchase price of forms and ties. Also prices of hardware and instructions for building your own forms.

**THE BEST MODERN BASEMENTS ARE POURED CONCRETE AND THE BEST CONCRETE WALLS ARE POURED IN SYMONS FORMS**



☐ Have salesman bring colored movies of form erection and stripping for group showing.

**CLAMP & MANUFACTURING COMPANY**  
4277 DIVERSEY AVENUE  
CHICAGO 39, ILLINOIS

An entire issue on

## How to plan and sell your next house

**The builders' potential market is limited only  
by their ability to build a better house**

Are builders setting their sights too low when they ask how long they can go on selling one million houses a year?

Or is their true potential many, many times one million?

Nearly every American family is a potential buyer if the right house, at the right price with the right financing is offered them. Americans are accustomed to trading in the old model if a really better model is put on the market. Families will buy houses that way too if they can see the new house is far better than their old one.

To attract millions of families now living in old obsolete houses many builders will need to change their entire outlook. Too many are still saying: "My houses must be pretty good because I am selling all I build." But their houses are "pretty good" for only a very narrow portion of the real market—the newlyweds and the GI's. These houses are not truly the "improved model" that is necessary to tempt families already reasonably well housed.

A better house is more than an advertising copywriter's dream. It is here now. In recent years architects have demonstrated they can design a house that enables a family to live a far more pleasant, more comfortable life. Manufacturers have devised hundreds of new and better homebuilding products and equipment items than they used to make. Every builder who has built a new house for himself recently knows that an up-to-date house can be a better place to live.

But millions of families have never seen "the new model" house. *How can you expect them to want something better?* The only way to shake them loose is first to show them a better house—and show them why it is better for them.

The way builders can create a vast new housing market of millions of families is the two-fold theme of this issue:

**Bring out a new and better house**

**—then sell it with the best possible merchandising techniques.**



# Architects, builders, lenders and suppliers agree on **Tomorrow's best-selling house**

## Round Table panel

### HOMEBUILDERS

**Emanuel Spiegel**  
president, National Association of Home Builders

**Richard Hughes**  
first vice president, NAHB

**John Dickerman**  
executive secretary, NAHB

**Leonard Haeger**  
director, Technical Services, NAHB

**Nathan Manilow**  
chairman, Mortgage Committee, NAHB

**Earl W. Smith**  
chairman, Technical Committee, NAHB

**Charles F. Travers**  
president, Richmond Builders, Inc.

**Frank Zuzak**  
Trade Secrets Committee NAHB

### BUILDERS' ARCHITECTS

**L. Morgan Yost**  
chairman, AIA Committee on the Homebuilding Industry

**Robert Anshen**

**Charles Goodman**

**Cliff May**

**Nicholas Satterlee**

**Herman H. York**

### HOMEBUILDING MATERIAL SUPPLIERS

**George Kobick**  
manager, Home Bureau General Electric

**Charles M. Lempesley**  
vice president, Sherwin-Williams Co.

**Fred H. Ludwig**  
president, Merritt Lumber Yards

### BUILDERS' BANKERS

**W. A. Clarke**  
first vice president, Mortgage Bankers Assn.

**Claire W. Grove**  
for the National Savings & Loan League

**Harry Held**  
for the Mutual Savings Banks

**A. D. Theobald**  
for the US Savings and Loan League

### HOMEBUILDING REALTORS

**Walter S. Dayton**  
president, Brokers Division, NAREB

**Robert P. Gerholz**  
past president, NAREB and NAHB

### HOMEBUILDER ADVERTISING SPECIALIST

**Peter McKenna**  
Wm. von Zehle & Co., Inc.

### GOVERNMENT OBSERVERS

**Albert M. Cole**  
administrator, Housing and Home Finance Agency

**Guy T. O. Hollyday**  
commissioner, Federal Housing Authority

**CHAIRMAN: P. I. Prentice,**  
editor and publisher, HOUSE & HOME



*For the first time ever, all the top officers of the National Association of Home Builders have sat down with most of the top architects planning builder houses, with official spokesmen nominated by all the big lending groups which finance builders' houses, and with representative suppliers of homebuilding materials, to determine what kind of house the homebuilding industry must plan to offer tomorrow.*

*This Round Table met under the sponsorship of HOUSE & HOME, in the presence of the new heads of both HHFA (see list of panel members opposite) and FHA. Here are the unanimous recommendations:*

**Just plain selling** may well be the most pressing of all the problems homebuilding must solve the next few years. How can we go on selling 1,000,000 houses a year now that new family formation has dipped below 700,000, the war-born housing shortage has been filled, and the American people are better housed than ever before?

In the tougher and more competitive markets ahead, this is a problem each individual builder must solve for himself, and his success in meeting this problem will determine whether he continues to prosper or has to stop building. But this is also a problem which our industry must face collectively, and our industry is now such an essential mainstay of so many other industries that our continued success in selling a million or more homes a year may very well make the difference between national prosperity and a serious recession—a recession which might undermine the new Administration's efforts to halt inflation, balance the budget, and free the economy.

In a buyer's market homebuilders will find it hard indeed to sell a million houses a year without far better sales techniques and methods than those good enough for the easier markets of the past seven years. But we recognize that for our industry as for every other industry the one best way to stimulate sales is to offer a better product.

**Nonsense about the good old days.** All of us—architects, builders and lenders alike—are unanimous that the housing built in this country since the war is on the average the best housing ever built in America or any other country. It is just plain nonsense to talk of homebuilding being better in the good old days. But all of us are equally unanimous that most of our housing could have been better—and must be still better in the future.

The problem facing our industry is no longer how to provide good housing to satisfy a tremendous shortage. At least equally important now is how to provide housing so much better than the old that we can tap a new *rehousing* market for nearly half a million homes a year. Our problem is to help Americans not only maintain but raise their standard of housing.

As our problem changes, government policy on mortgage insurance should change with it. We cannot meet our new goals of better housing with a mortgage pattern designed only to stimulate minimum housing.

**New mortgage patterns for better houses.** We agree that we can offer much better values by better applications of the new construction economies worked out by the builders, the new designs for better living worked out by the architects, and the new and better products worked out by the suppliers. But we cannot put these better values within the reach of the average family without a new pattern of insured mortgages\* with less discrimination against better housing and more general use of the package mortgage plan.

Here is a check list of features which will be more and more important in tomorrow's house. Some of them can be paid for by economies in other ways. All of them will add more to value and livability than they will add to cost.

Some of these features will have immediate sales appeal; others may need explaining at first to help buyers catch on to their importance. Some of them are already overdue and should be introduced at once into every house; all of them indicate trends all builders, suppliers, and builders' architects will be wise to watch:

\* One panel member had reservations on this point, but about half the members considered it the most important recommendation of all.







**Design trends:** wide overhang shades glass wall which opens up relatively small living room visually. Well-designed fence carries the eye to the boundary line and guarantees privacy for the outdoor living areas. House by Cliff May. Photo: Maynard Parker

## **Tomorrow's house will be bigger**

Families are bigger now, and bigger families not only need more rooms to sleep in, but bigger rooms to live in.

A family big enough to need three or more bedrooms needs a larger living room, a larger eating space, a larger kitchen. It needs at least a bath and a half. Furthermore, two generations cannot always share the same living room. If there is no game room or rumpus room, then at least one bedroom should be big enough to do double duty as a sitting room for the parents or a play space for the children (p. 142).

Making the rooms a little bigger is one of the cheapest ways to add value. Most builders could add 100 sq. ft. to an 800 sq. ft. \$8,000 house for less than \$400.

## **Tomorrow's house can follow any style**

It is perfectly possible to build a good house that will look as if it had been built in some other time or some other country—Colonial or Cape Cod, or Spanish, or French, or Dutch, or Western Ranch. What makes a house good is not its style, but the amenity and livability it offers. But—

## **Contemporary design offers at least three big advantages:**

1. Only the new look of contemporary design can dramatize the new advantages offered by tomorrow's house. The auto makers learned long ago that the new look of their new model is essential to make people dissatisfied with their old cars.
2. Contemporary design grew out of today's new methods, new materials and new economies. Once mechanics catch on to these new methods, houses should cost much less to build. In our time of high-cost labor, the intricate details evolved in cheap-labor handicraft at times are apt to cost more than they are worth. What we need is an architecture based on simpler assembly of better parts.
3. Contemporary design expresses naturally many popular new features like roof overhangs, large window areas, etc., which are sometimes difficult to graft onto houses restricted by period styling.

## **Tomorrow's house should be easier to run**

### **and cost less to maintain**

From now on most new homes will be sold, not to newly married veterans who have never had a home of their own, but to families with enough experience in home ownership to realize the importance of good construction and easy housekeeping.

Before he buys, the husband will ask more questions about insulation, construction, flashing, dampness, wiring, termites, plumbing and heating costs. The wife will want to know if paint is washable, if floors will scar or need frequent waxing and polishing, if kitchen counters and cabinets can be wiped clean, and whether the water is hard or soft.

## **Tomorrow's house will reflect**

### **better architect-and-builder teamwork**

The one and only way to make a house better at no extra cost is to improve the design, for it should actually be *cheaper* to build a well-planned house.

To that end the builder must first find the right architect and then be willing to pay a fee for which the architect can afford to do a first-class job on every aspect of design, from site layout to the final selection of color. It is foolish for any builder to think he can get that kind of architectural service for less than he pays a plumber or a carpenter for a single day's work.

No architect can be much help to a builder unless he is first willing to study the economies and economics of volume construction and then work in the closest partnership with the builder to make every square foot count and to eliminate every waste. Not every architect is qualified to do this kind of product design, which is, in fact, the most exacting form of architectural practice. That makes it all the more important to make this work attractive and remunerative for those qualified architects who are willing to devote a large share of their time to the builder's house field.



### **Tomorrow's house will make smarter use**

#### **of color, both inside and out**

Good color is the easiest way to introduce variety into a tract development and the easiest way to step up the attractiveness of the interiors. Paint in the right colors costs no more than paint in the wrong colors, but color selection is no job for an amateur. The color scheme should be entrusted to the architect—and most architects in turn will make use of a color specialist, perhaps on their own staff, perhaps an outside consultant. Such color guidance usually costs about \$15 a house, is well worth it.

### **Tomorrow's house will be cooler in summer and warmer in winter**

Double glazing, insulation and central heat all cost far less today (in constant dollars) than ever before. Small windows may have made sense to keep out heat and cold in grandfather's time, but not today. It is high time every builder's house reflected the lessons about climate control, orientation and roof overhangs that have been learned in the past twenty years. Every house needs some solid wall space for privacy and a sense of shelter, but every house in the country also needs bigger windows to let people get more pleasure from living closer to the world outdoors. The living room should have one floor-to-ceiling glass wall shaded in summer and looking out on a planned view or a planned patio; and there is no good reason why strip windows in bedrooms should not come down to a sill height of  $3\frac{1}{2}'$  or at most  $4'$ . A  $3\frac{1}{2}'$  sill is quite high enough to allow furniture below, and the very high ( $5'$  or  $5\frac{1}{2}'$ ) sills in so many recent bedrooms are very little help to ventilation in hot weather. Furthermore, such needlessly high sills in a small room will give many people claustrophobia.

The coast-to-coast success of the Trade Secrets house proves once and for all that the desire for more light and air and more indoor-outdoor living is a basic, nation-wide trend and not just a California fad.

### **Tomorrow's house will have wider overhangs**

Overhangs should not cost more than \$1 a sq. ft., and few features can add so much for so little in so many ways:

1. To make the house seem bigger (an added foot of overhang increases the seeming size of a house more than an added foot of enclosed space).
2. To keep the house cooler in summer (houses in Washington or St. Louis need at least a 30" overhang on the south and west exposures; houses in the South need  $4'$ ).
3. To cut air-conditioning costs.
4. To keep rain off walls and windows and so reduce maintenance.
5. An overhang at least  $2\frac{1}{2}'$  deep makes gutters unnecessary, lets rain run off on bushes or sod where it will not spatter mud on foundations. This is actually better than downspouts, which concentrate too much rain water in one place.

### **Tomorrow's house will be better integrated with the land**

In a small house it becomes more important than ever to take advantage of indoor-outdoor living (p. 128), and the design of every house should begin with a good site plan. (This is much easier on a wider lot.) Unfortunately, local requirements for site improvements are apt to be wasteful (like too-wide paving) and sometimes actually harmful (like putting the house 18" above the sidewalk), but standards for site planning are still far too low. A more attractive development will result from streets and grading following natural contours, and the one best way to avoid the raw look of many projects is to save as many old trees as possible (many of these old trees could not be replaced for \$500 or even \$1,000).

The right house for one site will often be completely wrong for another site or another neighborhood. The house itself might best be considered as just one part of the site development, and even more broadly as part of the community development.

### **Tomorrow's house will include far more**

**built-ins  
such as beds, bureaus  
dressing tables  
bookcases  
dining tables and benches  
for seven big reasons**

1. Young couples can afford far nicer houses if they do not have to spend thousands of dollars for furniture out of savings or on short-term, high-cost credit.
2. Most American families move frequently, often to distant cities. The more built-ins the house includes, the less furniture they will have to move.
3. Much better storage can be planned into built-ins. For example, with built-ins, the space usually wasted under beds without box springs is ideal for storing quilts, blankets, linen or clothing.
4. Cleaning around built-ins is much easier than cleaning behind or under movable pieces of furniture.
5. Built-ins can be financed over the whole life of the mortgage. FHA, VA, and the mortgage lenders should give them 100% credit in the valuation.
6. Built-ins permit more efficient space planning, make small rooms more nearly adequate in comfort.
7. Much of the cost of built-ins can be offset by savings on wall and floor finishes behind and beneath them.

At first, of course, these built-ins will have to be offered as optional features, for many families will prefer to use furniture they already own. But the trend to more built-ins is clear, and the time will come when most families will get most of their furniture as part of their houses.

### **Tomorrow's house will provide more**

**sheltered space for  
outdoor living**

What became of the covered porch almost every house used to offer—even very low-cost houses? A roofed terrace or breezeway with a concrete floor (p. 174) should not cost much more than \$2 a sq. ft. There is no better low-cost way to make a small house look bigger, no better way to make summer living pleasanter. Later on a breeze-way can be enclosed to use summer and winter too.

### **Tomorrow's house will make far better use of**

**fences or planting screens**

The right fence in the right place is one best trick to make a small house look bigger (p. 172). It is also the one best way to let people enjoy big windows and indoor-outdoor living on a small lot without sacrificing privacy. Lenders should be glad to allow at least \$100 per house for fences.

### **Tomorrow's basementless house**

**must have  
a basement equivalent  
all-purpose space  
above ground**

On most sites you can build a better, more livable house for the same or a little less money on a slab without a basement, but it is all wrong to think you can have a good salable house at all if you try to save \$750 to \$1,000 by leaving out the basement without making provision above ground for the storage and the activities for which basement space is so often used—like workshops or indoor play. The basement equivalent above ground need not involve anywhere near so much space. It need not necessarily be heated. It can often be provided in the garage (p. 170). In no case should it be less than 110 sq. ft. (In Canada many communities require a 125 sq. ft. minimum of added multipurpose space in all basementless homes.)

Failure to provide this basement equivalent above ground is, we believe, one principal reason for public resistance to the basementless house. The other is the builders' too frequent failure to provide adequate heat around the perimeter or to make adequate provision to keep the floors dry. There is no good reason why both these faults cannot be avoided economically.

A slab-type house rides closer to the ground, makes the house look longer, makes indoor-outdoor living easier by putting both on the same level.



## **Tomorrow's house will include more**

**split levels** Split levels have been best sellers this year (notably in Long Island and New Jersey) and next year they will surely be offered in many more places.

Their advantages include:

1. Construction economy provided the site is level and provided foundations must go down  $3\frac{1}{2}'$  anyhow because of frost (it may cost more if footing depths must change);
2. Just enough cellar space (but not too much) to provide for storage plus a playroom and perhaps a garage;
3. This basement space will be shallow enough to permit full windows;
4. The garage can be tucked under the house instead of blocking windows along one whole side;
5. A bigger house can be squeezed onto a smaller lot if necessary.

Houses under 1,000 sq. ft. are too small for more than one level, and the split level is apt to be expensive on rolling country if it necessitates deeper footings.

## **Tomorrow's garage and carport will be**

**planned to do double duty,  
be for people  
as well as for cars**

Already carports are being renamed carporches, garages advertised as "recreational." For about the same money as a full basement, an 18' x 25' garage provides drier and far more convenient storage, drier and better-lighted work space and game space. It will also do far more for the looks of the house by adding to its length.

Carports can be screened for outdoor living in summer. They should be designed for easy conversion to garages for all-year use later on, with one wall already built to provide generous enclosed storage and so encourage home owners to keep their carports neat.

There is absolutely no sense to the too-frequent code requirement of a fire-resistant wall between house and enclosed garage.

## **Tomorrow's house is much more likely**

**to have an open kitchen**

To almost everyone's surprise, the kitchen (p. 136) proved the most popular feature of the Trade Secrets house.

Women who spend half their waking hours in the kitchen do not want kitchen walls to cut them off from family and guests. Some provision should be made, however, for keeping the kitchen mess hidden from sight and for panels to close the kitchen off entirely at times (these can be installed for as little as \$42.50). All open kitchens should have powerful exhaust fans; most open kitchens would be much pleasanter with sound-absorbing ceilings; and all open kitchens would look much better if appliance makers would bring out a line in neutral gray instead of hospital white.

## **Tomorrow's house should include**

**as many labor-saving appliances  
as possible**

Women have more to say than men when it comes to buying a new house, and nothing makes a bigger hit with women than a kitchen fully equipped to make her work easier.

Builders seeking to profit by the proved sales appeal of appliances have three big advantages:

1. They can buy the equipment for much less than the home owner might have to pay for it at retail.
2. They can install it much cheaper as part of the original construction than the buyer could install it after the house is finished.
3. In most states they can offer long-term financing for it under the package mortgage.

All this should save the purchaser money too.

Some builders make the equipment optional, others offer a fixed package. At the very least, all builders should provide wiring and space for all major appliances, most of which will be almost as common as bathtubs within a few years. Driers and garbage disposers are particularly important, for they help make better neighborhoods by eliminating unsightly wash lines and garbage pails.

**Tomorrow's house will need  
more adequate wiring**

Television sets plus electric ranges, automatic laundries, driers, dishwashers, attic fans, garbage disposers, refrigerators, room coolers, and all the other new electric servants require far more electrical capacity than most present houses are wired to supply safely or economically (p. 166).

It is much cheaper to provide adequate wiring (and water connections) when the house is built than to cut into finished walls to add new circuits later. At least one 220-v circuit should be included for major appliances. Low-voltage circuits will usually provide better switches cheaper.

**Tomorrow's house will give more thought  
to noise control**

In a small house with light partitions it is hard to get away from noisy talk, kitchen clatter or children's play.

That makes more noise control important. This can be achieved partly by using closets and fireplaces to create a sound barrier for the bedrooms, partly by more use of acoustic materials (for example, on the ceiling of an open kitchen).

**Tomorrow's house must provide  
better planned storage—and  
much more of it**

The FHA storage minima are too low. Not less than 12% of the living floor area should be planned for live storage, not counting whatever provision for dead storage can be made in attic, basement or garage. The smaller the house the higher the ratio of live storage area should be. The efficiency of this storage space can be very greatly increased by the kind of intelligent storage planning that is reflected in most storage wall designs. To make these added amenities possible **tomorrow's house must**

**take advantage of all the new construction economies—**

Like roof trusses, precut lumber, tilt-up walls, precast plumbing stacks, prefabricated storage walls, the one-big-room plan for floors, ceilings, and perimeter plaster, modular coordination and dimensional standardization to reduce waste in fitting and permit more use of standard parts. Most builders could cut their construction costs well over 10% by training their crews to use these tested new methods.

**Tomorrow's house  
must be designed with  
more thought to how people will want to live in it**

*That means, for example, more thought  
to how furniture can fit the room,  
more thought to how Mother can keep an eye on the children  
while she works in the kitchen  
and what she will see when she looks out through the kitchen window.*

*It means more thought to where people can sit to watch television,  
and how people can get more fun from  
indoor-outdoor living in summer.*



For quotations from the Round Table, see p. 184

Left: Nina Leen



## People buy **neighborhoods**

And builders, to stay in competition, will have to sell house and community in one well-designed package

Cortlandt V. D. Hubbard



### Excerpts from the Round Table

**HAEGER:** A sense of well-being as far as shelter is concerned comes from three basic things: space, sunlight and a relationship to nature. That's where land planning should start.

**GOODMAN:** A big builder is capable of developing 200 acres. But the builder who builds ten houses a year can't develop 200 acres by himself, and what he does develop often isn't worth much because you can't do anything with a small land area. Why can't five builders in a community get together, through NAHB, and combine resources? Then they can afford to get the proper talent and financing. This way you could get one large tract that is well planned rather than five piddling tracts that are poorly planned.

**PRENTICE:** Do you agree that the developed land cost should normally be 15% of the sales price of the house? And that there is a trend for local requirements for site planning to be too low and requirements for site improvements to be too high? (General agreement on both questions.)

**MANILOW:** FHA's requirements average about 20%. They favor sidewalks, curb and gutter.

**MAY:** With wider lots, you can have just one basic house plan, twist it four ways and give more house for the same or less money.

**GOODMAN:** A square lot is better than a rectangular one because you can revolve the same house completely around the compass. This allows more privacy, better exposures, better use of the property by the owner. It is fallacious reasoning that you have to show the largest dimension of the house toward the street in order to sell it. Today the houses are so small you have to use the land for livability. In the old days we lived in big houses. Land wasn't as important, and people lived inside the house. Today people have learned to live outside the house.



Community character can come from trees, varied siting, rolling land

"Planned community" is a phrase with pulling power. But it takes more than a phrase to sell a neighborhood that hasn't yet been built, to convince a prospect that a model house and a raw stretch of potato field will grow into a neighborhood that he will be happy to live in.

Below are listed most of the earmarks of the modern, well-planned neighborhood. Builders who use these land-planning techniques actively sell them to prospects 1) by drilling their salesmen in the reasons why they offer greater livability, 2) by prominently displaying site maps, street scenes, an over-all aerial view of the community as it will appear when finished—attractive renderings by architect or artist which point out all the features the resident will find desirable for years to come.

What about the small builder who realizes the value of good land planning but doesn't control enough land to create ideal surroundings? He must pick his location carefully, for his few houses will be dependent on existing and proposed communal facilities. Or he could pool resources with two, or three, or ten other small builders, form a development corporation and control a big enough area to compete successfully with the attractions of the big builder's planned community. Largely unexplored, this joint-venture building holds potentials for more pleasant and orderly suburbs.

What makes a good neighborhood? There are books\* on this broad subject that any developer, large or small, would find useful, and professional land planners, engineers and landscape architects who might be invaluable in solving local problems.

\* Among the most practical: NAHB's *Home Builders Manual for Land Development*, Revised 1953 edition.

Here are the marks of a good community, and the advantages each one offers the people who live there:

## LOCATION

**Convenient communal facilities:** a quick, safe walk or ride to schools, shopping, churches, recreation.

**Convenient transportation:** traffic artery; railroad or bus depot nearby.

**No "nuisances"** (railroad, airport, express highway, factories, dump, swamp): no noise, dirt, odors, unsightly views. Park strips with high planting can be left as "buffers" to screen these undesirable elements from residential lots.

**Future protection:** a buyer wants clear title to his property, zoning that will not permit future "nuisances" in the vicinity.

**Good land value,** no slum potential: a buyer wants to know if his investment will appreciate or depreciate, whether his property is on the "right" side of town in a sound residential area or so located that it can become less desirable and open to commercial and industrial encroachment.

**Available utilities and services:** electricity, gas, water, sewage system in and paid for; no assessments. Police and fire protection.

**Low water table:** less chance of leaky basements.

## LAYOUT

**Curvilinear streets, loops, short cul-de-sacs:** less through-traffic than in a grid pattern, slower-moving local traffic, hence less noise and greater safety for children. No long views of house-rows.

**"T" or "Y" intersections:** less dangerous than four-way "X" intersections, smoother flow of traffic.

**Long blocks:** fewer cross-streets and intersections, less potential for traffic accidents.

**Streets fitted to the topography:** if long streets follow contours and uphill cross-streets are short and far between, residents won't have to do much climbing.

**Off-street parking:** driveways, carports and garages not only keep the individual resident's car in a more protected place, but leave streets relatively free of parked cars, which adds to ease of driving and general appearance of the community.

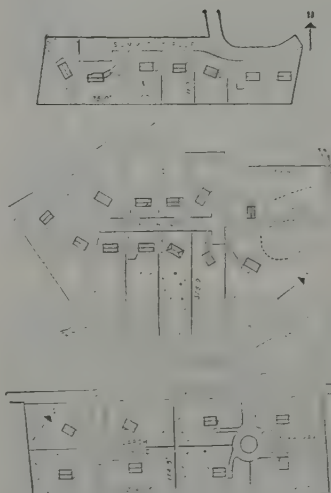
**Wider lots:** greater privacy between houses, more space at side or rear for owners' gardens or terraces. Raw land cost per lot is higher, but improvements can be less: streets can be narrower since they are not as intensively used; drainage systems do not have to be so elaborate; sidewalks can be reduced or eliminated; installation costs, upkeep and taxes for all improvements are lower. Result: a much more attractive country atmosphere to offer the buyer. Subdividers find people are willing to pay more for more width. (See "The Case for the Wider Lot," H&H, Jan. '52.)

**Hidden garbage and laundry:** garbage cans shielded from the street or eliminated by installing kitchen garbage grinders; clotheslines fenced from view or replaced by electric clothes driers in each house.

**Good drainage:** grading and storm sewers that prevent possible accumulation of rainwater in low spots; no leaky basements or flooded streets.



*Self-contained community on Long Island (see p. 150) will have 650 homes buffered from traffic route by 30 A, shopping center, 10 A. school site. Lots are large (80' x 100' min.), widths varied, houses sited to save trees, setbacks staggered, long, straight streets and "X" intersections eliminated. Canals were dredged to increase water frontage. This mural rendering and aerial photos help sell community idea.*



*Short streets are quiet streets in this Knoxville neighborhood (above). Cul-de-sacs in bottom plan give houses square, off-highway lots rather than long, narrow lots facing thoroughfare. At right, 125-house project near Washington, D. C. uses a few garden apartments to shield homes from shopping area, highway (bottom). Contoured roads discourage through-traffic, give street scenes variety, saved cost of hill-doing.*







**Rolling, wooded land** was a little harder to build on but added greatly to value of these East Norwich, N. Y., houses. White oak and mountain laurel were saved during construction, living rooms oriented for view, sun and summer breeze.

Architect and land planner: Eugene Sternberg. Photo: Guy Burgess



**Smart siting** of these 32 houses on 11½ A, near Denver gave them 1) views of the Rockies (off top left of site plan and photo) instead of each other, 2) south sun and breeze for major rooms, 3) varied appearance from street, 4) a loop layout that slows traffic, 5) a central "village green."

## THE HOUSES

**Proper orientation:** placement of house and window to funnel prevailing breeze through the interiors, especially the bedrooms, in summer (or in very windy areas, placement of most windows on the lee side); roof overhangs to keep hot sun off big windows; window walls that look out on natural scenery or a private enclosed garden instead of the street.

**Angled placement:** often a by-product of good orientation, this provides more visual variety than parallel rows of houses.

**Staggered setbacks:** further visual variety; a resident can't look down a line of "soldiers in a row" if some are set back 25', some 30', some 20'. This means privacy, too: windows aren't lined up directly across side yards.

**Variety in design:** enough different elevations, color schemes and placements on lots to give individuality and interest, but not so many that street scenes become a hodgepodge and lose the feeling of a community.

**Variety in price class:** small groups of slightly more expensive homes near modest ones lend prestige and stability, help establish a community that will last longer than a big "housing project" where there are hundreds of houses of exactly the same price and appearance. Acre upon acre of uniformity often results in residents moving to a different community as soon as they can afford something better.

## NATURAL ASSETS

**Trees and shrubs:** a development that will stay attractive as greenery grows, not just a quick "prettying up" the day before opening. Mature trees preserved carefully during construction, or added afterward, have an obvious emotional appeal to most buyers, who will pay more to get them (see "The economics of trees," H&H, Apr. '53). No so obvious: well-located trees can keep houses cooler in summer, cut down wind velocity before it builds up over wide, flat terrain, help deaden traffic and community noise, even provide a pleasant smell and a little extra oxygen. Trees around the houses themselves are as important or more important than straight lines of street trees. Instead of planting a miniature arboretum of the nurseryman's assorted surplus stock, use fewer varieties and ones that thrive best locally, reach a desirable height and spread without constant trimming. Flowering trees and shrubs are often overlooked as a community sales asset. Other good practices: careful stock piling of topsoil during construction for redistribution during finish grading; good-quality grass seed mixed to local conditions; some sodding around model homes for immediate lawns.

**Scenic features:** a heavily wooded area, a brook or a pond can often be preserved and improved as a place for walks, picnics, playgrounds, swimming.

**An identity as a community:** most home buyers want to be proud of their neighborhood, whether it is a single street of houses or a large development. Any community can profit by favorable word-of-mouth advertising from satisfied owners. This can be helped along by extra touches: 1) dignified, permanent and decorative gateposts at the entrance to the street or community, bearing its name; 2) a home owners' association, started and helped along by the builder. This can assure proper maintenance of the community's appearance, enforcement of restrictions, can promote group social activities and in general build stability and pride of ownership into a new neighborhood, to the credit of the builder.



Designer-BUILDER: Don Scholz

**Big shade trees, 80'-90' frontages and \$350 landscaping jobs helped to sell 43 of these \$17,000 Toledo houses in just nine days.**

## WHAT ARCHITECTS, BUILDERS AND LENDERS SAY ABOUT COMMUNITY PLANNING:

**Robert Davenport**, developer of Hollin Hills: "A good house in the eyes of the buyer is judged on siting, trees, lot size, exterior appearance and interior layout. One hundred feet is the preferred minimum lot width except in cul-de-sacs."

**Emanuel Spiegel**, NAHB president: "The 'grid' pattern for streets is a thing of the past. Home purchasers prefer curved streets and cul-de-sacs to old-style road design. The lot for a good house should be at least 75' in frontage by 125' in depth. Houses in a development should be staggered and a serious effort should always be made to conserve as many trees as possible."

**A. D. Theobald**, executive vice president, Peoples Federal Savings & Loan Assn. of Peoria, Ill.: "To be salable at all, a good house must be built in a neighborhood of similar houses accessible to major mass transportation and also to the housewife's day-to-day shopping facilities. The lot must be 60' wide but 70' is better, with a minimum of 12' between houses. Orientation should count for much more than it does but most people just don't realize its importance."

**Nicholas Satterlee**, Washington, D.C. architect: "People like to identify themselves with a community when it has a character of its own. Lot dimensions should be 70' to 80' x 120'. The best planting uses the existing trees to preserve the character of the site. Additional planting should not simply serve as decorative accents (as in the typical eight little evergreens all in a row) but should be placed with the same consideration for *defining space outdoors* that partitions, etc. give indoors. The site plan should permit orientation to sun, view and breezes."

**Harry Held**, vice president, the Bowery Savings Bank, New York: "One of the most important phases in the marketability of houses is that of original site and project planning. There is ample evidence that houses in an intelligently planned project will retain value to a much greater degree than those which are poorly planned or erected in neighborhoods that are nonexistent."

**L. Morgan Yost**, architect: "Good planning has to be explained, but if properly presented in advertising and by salesmen it can easily become a great sales tool. The space between houses should be at least 25% of the width of the lot. Planting is one of the most difficult things to get a builder to do, yet it gives much greater value to the house. Orientation is extremely important and seldom considered."

**Paul Schriver**, Standard Building Corp. of San Francisco, puts heaviest emphasis in advertising on the desirability of the com-

munity which surrounds his houses. "People are looking for much more than just a house," says Schriver, "they're looking for a neighborhood, one that they and their children will be happy in for a long time to come."

**Sam Russell**, vice president and sales manager of Burns Realty and Trust, Denver: "Garbage-grinder units are not only a selling point, they are also an important factor in the maintenance of an orderly development, eliminating untidy garbage cans along the street." Burns emphasizes, as do many builders, that there be no extra costs to the buyer for paved streets, curbing or sidewalks, and that all utilities be in and paid for. Curvilinear streets are used throughout the subdivision.

**Rodney Lockwood**, 200-house-per-year Detroit builder, makes every effort to leave at least two big shade trees per house; where this is not possible large trees are transplanted. Each lot is graded and seeded front and back after adding rich topsoil, then landscaped with shrubs. The entire 80 acres are enclosed by a decorative white fence, neat lamp posts, rustic street signs.

**Rossin and Ringler**, Detroit, who built 250 homes last year from \$11,790-13,500: "Primarily, we do not sell houses. We develop and sell communities. The houses sell themselves." In their half-completed, 500-house subdivision of Chapoton Woods, they do "everything to foster and promote home-town pride. We have sponsored a property owners' association and help instigate community activities. We have dedicated a playground for children in a wooded area ideal for picnics. There is a private beach for the use of residents. Ask any resident where he lives; the answer is not 'St. Clair Shores' (the incorporated town in which the development lies), but 'Chapoton Woods.' Our promotions stress 'Chapoton Woods—a nice place to live.' It may be trite but it is true that the pride of ownership among the residents themselves is our best advertisement." The services of tree experts were retained to give the subdivision a parklike appearance, and the builders went to considerable expense to save as many of the trees as possible.

**Sampson Bros.** of Turtle Creek, Pa. offer four recreation areas in their 550-house community east of Pittsburgh, have built a sewage disposal plant and donated it to the township. Sampson stresses the community angle through talks to local PTA's and schools. In the garage of each of three model houses is a display room with pictures of all the major features of the houses, plus pictures of school, playgrounds, proposed shopping center, etc., to help prospects visualize the completed community.





## Are people really living in your living room?

**Are you giving your up-to-date buyers a big, pleasant, well-arranged space they can use and enjoy? Or are they just storing their prize Chippendale in it and doing most of their living in the rumpus room or the kitchen?**



### Excerpts from the Round Table

**PRENTICE:** Architects seem to feel that one of the next major moves in the small house should be the inclusion of more built-in furniture, and that furniture can be built into the builder's house very inexpensively. One builder surveyed his buyers and found his average house furnished with two camp stools and a card table, because they literally had no furniture.

**ANSHEN:** I think you can take a small, very inexpensive house and put in a built-in bench and a built-in dining table at little cost. Then all they have to do is put a pad on the bench if they want to.

**GOODMAN:** Timber-connecting trusses give us flat ceilings and are quick and easy to put up. But they do depress the interior space. If you use beam and bridging you get a ceiling that slopes up toward the center. The same square-foot area looks larger.

**MAY:** In one of our models, our decorator had underfurnished the house and underscaled the furniture. This model sold 65% of the houses, and we couldn't figure out why. We started checking. We found out that the people who came in said, "You can't fool me; this is the biggest house."

**ANSHEN:** We have a really wonderful FHA office but it took us a long time to persuade them to let us put all our living rooms in the rear. The underwriter said, "We would go right along with you if you were going to build five or ten, but how do we know 51 people are going to want rear living rooms?" The real estate salesmen said the same thing. But we built one anyway, and sold all 51 of them in ten days, because it was so reasonable, when the public looked at it, to have your living room in back and your private backyard right outside. It created a trend, and now it is difficult for local builders to sell front living rooms.

**LEMPERLY:** We are making a survey of builders' opinions on color, both exterior and interior, and up to now 96% of the replies say that color is a positive factor in selling a home. Over one-half thought that color would be more important as a selling factor in the days ahead than it has been to date.

Not so long ago the living room was the major room in the house. In some of this year's houses, however, it looks as though it had been trampled in the rush toward breezeways and breakfast nooks, all-purpose kitchens and double-duty garages. The cost of these more glamorous sales features has in more than one instance squeezed the living room down to a mere dog-trot with a "picture window," or a highway traffic circle connecting the rest of the rooms in the house.

Whether or not you increase the actual floor area of your present living room, there are a dozen good ways you can make it look bigger—and live better:

**Square it off**—a long and narrow space is rarely as usable as a squarish one. A 10' x 25' living room would be greatly improved by being made nearer 16' x 16', which would not actually increase its area.

**Open it up**—throw living, dining and kitchen areas together so they can borrow space from one another. The effect of one big room, if handled well, is better than that of three small ones.

**Give it bigger windows** to extend the apparent size of the indoor living room to an outdoor living room—a porch, patio, terrace. With large glass areas properly placed, the fourth wall of the living room can become, visually, the fence on the far side of a garden or terrace. Two exposures will help any living room.



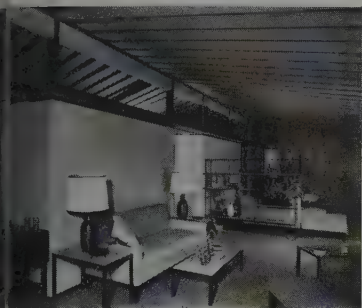
Architect: Joseph Miller. Builder: Bert M. Tracy. Photo: Robert C. Lautman

... and a real view. A picture window is next to useless if it frames nothing but a busy street or a rear-yard vista of somebody else's garbage cans and laundry. Take advantage of a scenic feature of the site, if there is one, or create a private garden view for each house by using opaque fences. (See story p. 174.)

Inside, the well-planned living room can make use of:

**An entry hall**, which is the first good or bad impression a visitor gets of a house. The front door should not open directly into the living room; it should be shielded by a wall, storage cabinet or space divider that creates some sort of entry area.

**Usable living space**—the floor plan of the living room should be able to accommodate a reasonable amount of furniture arranged in logical conversation groups. Major traffic should never go through these areas, but hug one of the short walls where no furniture is placed, or go in a straight line directly between living and dining. The “dead end” type of living-room plan can be ideal in keeping circulation out of sitting space. To test a living room before it is built, builders and their architects could well borrow a technique from some of the big mortgage appraisers: make a set of miniature templates to  $\frac{1}{4}$  scale representing chairs, tables, etc., arrange them on the proposed floor plan to analyze circulation and furniture placement.



Architects: Anshen & Allen. Builders: Cavello & Perego. Photo: Roger Sturtevant



Architect: Edo. Fickett. Builder: Ray Hommes. Photo: Maynard Parker

**Built-ins**—the more furniture you can “get off the floor and up into the walls,” the bigger a room will look and the more actual floor area will be usable for moving around. All of these pieces of living- and dining-room furniture can be, and often are, incorporated into the wall: bookshelves, buffet sideboard, chests of drawers, desk, couch, bench, bar, radio-TV-phonograph, some of the lamps, storage for card tables and games. A living room can provide all the same amenities with built-ins, do a better job of it and look a lot less cluttered to a customer. Built-ins shown in a model house could be included as optional “extras” to buyers.



Architect: Richard Neutra. Photo: Ann Rosener

Architects: Satterlee & Lathbridge. Builders: Luria Bros. Photo: Robert C. Lautman



Photo: Monsanto Chemical Co.



Architect: Cliff May. Builders: Stern & Price. Photo: Maynard Parker

**Sloping ceilings** give greater actual height and a more spacious feeling than flat ceilings. Exposed ceiling beams are decorative and yield still more height. The monotonous, heavy expanse of any ceiling can be broken up by the texture of roof decking.

**“Through” ceilings**—interior partitions that stop short of the ceiling allow the eye to carry across the top of one room into the next, which adds space and more through ventilation to each. The high opening above the wall can be filled with glass to cut down sound transmission if desired.



Architects: Clark & Beuttler. Photo: Roger Sturtevant



**"Thin furniture"**—what movable furniture a builder uses to demonstrate his model can also suggest spaciousness. Many modern pieces are strong and comfortable without being big, and if they are small in scale, without high backs, overstuffed arms and slip covers that reach the floor, they will leave a lot more apparent light and air around them.

**Change in level**, either in ceilings or floors. A higher formal ceiling in a living room can provide a feeling of space when contrasted with intimate lower ceilings of adjoining dining area, hall or study. A sunken living room or hearth area can achieve the same effect, but can also be a hazard unless two or more steps are used and protected against falls. (Photos below and right.)



Architect: Percival Goodman. Photo: Alexandre Georges

**One textured wall**—a decorative asset that also helps to dispel the claustrophobia four identical wall surfaces can create. This wall can be paneled in many materials: wood planks, walnut, birch or mahogany plywoods, panels of pressed wood chips, several varieties of brick, etc. (Photo right.)

**Color**—a complex problem best solved with the help of a professional color consultant. In general, though, a room can be made to look larger by using "receding" colors (neutral tones and "cool" ones in the blue end of the spectrum) rather than "advancing" ones (bright shades and "hot" colors in the red end of the spectrum). In open plans, it is important to key living, dining and kitchen areas to the same color scheme.



Architect: Roger Lee. Photo: Theodore Osmundson

**Top lighting**—a change of ceiling level can often be accomplished in conjunction with a clerestory window or skylight. Used in some advanced builder's houses, these are effective in giving deep interiors more light, air and spaciousness. (Photo above.)

**Flexible adjoining rooms**—an open dining corner or a study-bedroom that can be thrown open to the living room add just that much more space to living areas. (Photo below.)



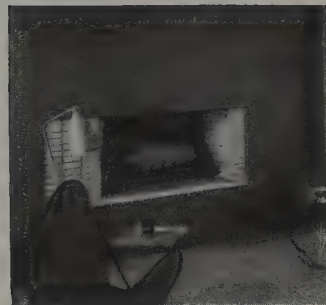
Architect: Eugene Sternberg. Builder: Edw. Hawkins

Architects: Keyes firm. Builder: Luria Bros. Photo: Robert C. Lautman

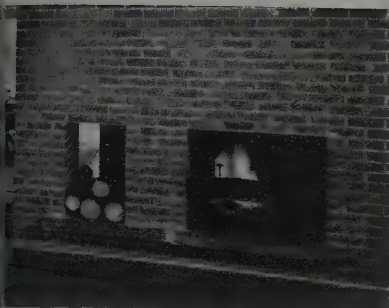




Architect: Paul Kirk  
Photo: Dearborn-Massar



Designer-builder: Edw. Hawkins  
Photo: Guy Burgess



Architect: Keyes firm, Builder: Luria Bros. Photo: Robert C. Lautman



Architect: Robert W. Kennedy  
Photo: Fred Stone



Architect: Eugene Sternberg, Builder: Edw. Hawkins  
Photo: Guy Burgess



Architect: George Hay, Builder: Arters Bros.  
Photo: Cortlandt V. D. Hubbard

## And why not

... **make a feature of the fireplace?** It doesn't cost much more to give the fireplace a "custom" look: raise it 6"-18" off the floor where it can be seen better and tended more easily; build in a wood-box adjacent to it or under it. Or project the hearth into the room and put a metal hood over it. Or make it a corner of a two-way fireplace that can be seen from both living and dining areas. Or reduce its bulk by leaving the upper half of the flues exposed.

... **Built-in television?** Some builders, like Ray Hommes of Los Angeles, are beginning to offer TV sets in the mortgage, bought at discount prices without cabinets and built into special storage components or into the fireplace wall. Others offer a specially designed recess where the owner can install his own set. (Photos right.)

... **And high-fidelity equipment?** Now that big manufacturers are in the "hi-fi" field and mortgages cover more and more appliances, it may not be long before a \$25,000-house builder includes built-in cabinetwork for a 15" speaker, amplifier, radio, TV and phonograph—even offers the equipment as an optional extra.



Architect: Edw. Fickett, Builder: Ray Hommes  
Photos: George de Gennaro



## The kitchen can sell women and women buy houses



### Excerpts from the Round Table

**GERHOLZ:** We built a Trade Secrets house with the open kitchen, but we put in sliding wood doors on a triple track so that the woman working in the kitchen has a full view of the living area or can screen off the kitchen when she has guests. I don't think I will ever build another closed kitchen.

**KOBICK:** Color, when it comes to appliances, is a serious problem. Somebody wants a specific hue of rose red or Ivanhoe blue. With the terrific number of items that go into a kitchen, color would necessitate a fantastic inventory.

**YOST:** Why not take a neutral buff color, which would blend with everything, and match nothing, as a starter in getting away from hospital white?

**GOODMAN:** If manufacturers just produced one color, gray, along with white, they would immediately open up a whole new avenue of decoration in the kitchen. Gray is neutral and allows unlimited color schemes. White "bleeds" any other color in the room.

**PRENTICE:** Do you agree that you must have an exhaust fan in the kitchen? (Consensus of "Yes".)

**GOODMAN:** It should be a big fan with enough capacity to pull the air out.

**ANSHEN:** For builders' houses, there should be a special packaged unit so that we don't get cracks that collect dirt between refrigerators and stoves and counter tops. If the large components could be made so that they could be installed as one unit it would save the builder money, and it would save a certain amount in the manufacture. The oversize exhaust fan could be part of the package.

**KOBICK:** We think that by standardizing appliances, which we have been working on strenuously for a number of years, we can bring into being enough component units, including the sink, to eliminate many of the cracks. All these units could have one continuous top.

**SPIEGEL:** I use an acoustical ceiling in the kitchen; it costs me about \$60.

**SATTERLEE:** If you use the acoustical tile with the plastic film surface, you can wash grease off it, so it is perfectly easy to maintain.



**This open kitchen** has low walls, continuous counters, sliding-door cabinets.

Architects: Anshen & Allen. Builder: J. Eichler. Photo: Rondal Partridge

If the woman has the last word in choosing the house (and we know of no statistics to the contrary), she'll usually get the last word in kitchens. Here is a checklist of 25 ways to win her heart and her husband's signature. How many of these salable features does *your* kitchen offer her, and how well are you pointing them out?\*

### Layout

1. *Proper location of windows.* Can she see someone approaching the house? Can she watch the children playing indoors and outdoors? Does she have to walk far to open the front or back door? Is the service entrance convenient to kitchen, laundry, garage? Can she get from kitchen to bedrooms and to a bathroom without going through the living room?

\* A more detailed study of kitchen design and planning standards, along with many new "idea" kitchens, will be presented in next month's H&H.

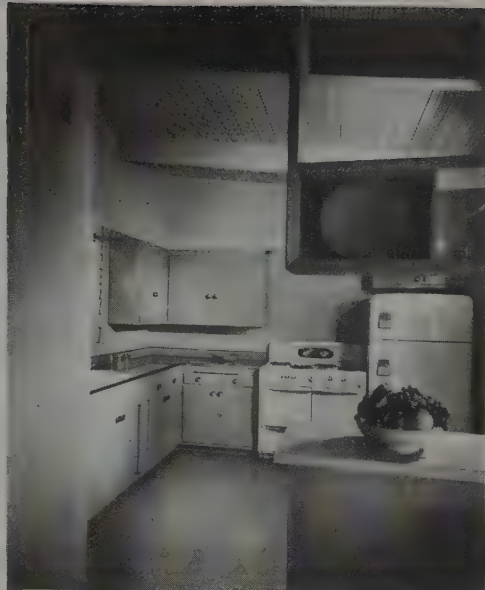
2. *An opening or pass-through counter to the dining area* (other than a door) that can be left open for serving, sociability and a feeling of greater space, yet closed off during formal occasions by sliding panels, curtains or blinds.
3. *Convenient arrangement:* sink, range and refrigerator close enough together so that the "work triangle" formed by them measures less than 20' (but more than 12') overall.
4. *No traffic across this work triangle.*
5. *Space for eating* in the kitchen with a built-in table and bench or a snack bar with stools. Surveys indicate that most families eat far more meals in the kitchen than in the dining area.
6. *Doors* that do not obstruct a work space or an appliance when standing open.

### Storage

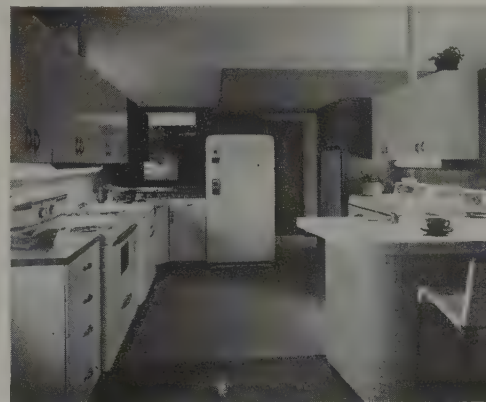
7. *Enough cabinets*—at least 9 lin. ft. of base cabinets, preferably 11 lin. ft. or more; at least 5 lin. ft. of wall cabinets, preferably 9 lin. ft. or more. Difficult corner space can be utilized with various types of "merry-go-round" shelves. *Sliding doors* for wall cabinets eliminate the danger of bumped heads; *glass-fronted cabinets* show quickly where things are, protect them from dust.
8. *Special storage* for special items, located at the point of actual use: vertical slots for trays and platters; shallow, divided drawers for silver, linens and small utensils; ventilated bins for vegetables; a swing-out shelf for the electric mixer; a swing-out trash can mounted on the door of the under-sink cabinet; a chute to an out-door container for cans and bottles.
9. *Built-in refrigerator*, out of the way (in the wall if possible), with space above used for cabinets for cereals and mixes. The refrigerator placed so that its door does not swing open to obstruct a work area.

### Surfaces

10. *Enough counter space*—at least 7 lin. ft., preferably 9 lin. ft. or more, not including the sink.
11. *Properly located counters*, at least 1'-6" wide on both sides of the sink, on one side of the range, and on the opening side of the refrigerator.
12. *A sit-down counter* or "kitchen office"—a place for telephoning, figuring menus and household accounts, sewing, reading recipes, paring vegetables; shelf for cookbooks.
13. *A chopping block* or breadboard at least 2' wide, either fixed as part of the counter top or as a pull-out leaf just under the counter.
14. *Tough, washable work surfaces* that won't collect dirt, scratch or burn, yet not so hard they will create clatter and break dishes.
15. *Washable walls*, with special protection above the range, where grease is bound to spatter.
16. *Soft, warm colors*, a minimum of "hospital white" in walls and cabinets, especially when an open-kitchen plan exposes them to view from the dining area.
17. *A resilient floor* to save the housewife's feet, yet one that is easily cleaned with a mop (e.g. rubberized or plastic tile).
18. *Acoustical ceiling* and/or walls to cut down kitchen noise, especially when the kitchen is partially open to dining and living areas. Plastic-faced acoustical tile absorbs sound, is washable.



*Choice of kitchen types added sales appeal to this Los Angeles development house. Equipment is standard, but floor plans vary from open to closed, from square to oblong. Architect: E. Fickett. Builder: R. Hommes. Photo: Maynard L. Parker*



*Eating counter can double as a "kitchen office" in this handsome custom design. Fluorescent tubes under ceiling-hung cabinets light work surfaces. Architect: O. Stonorov. Photo: Cortlandt V. D. Hubbard*



*"Island" kitchen can be wide open to dining and living space (right), or curtained off completely when necessary (above).*

*Architect: Clothilde Woodard Smith  
Photos: Rodney Morgan—Photolog*





### Equipment

19. *Good lighting*, both *general* (ceiling lights, indirect cove lighting) and *local* lighting (spots, strip fixtures under wall cabinets, valance lights) at all work areas, so placed that the housewife never works in her own shadow.
20. *Adequate ventilation*: an exhaust fan directly over the range and really powerful enough to remove odors against the pressure of an outside breeze.
21. *The major appliances* now regarded as standard equipment in many kitchens. In addition to range and refrigerator, a builder can include at cost in the purchase price: dishwasher, mechanical garbage disposal unit, freezing compartment or separate freezer, and clotheswasher and drier in adjoining laundry space.
22. *A TV set or a small radio* built into the wall, in either the eating or working part of the kitchen.
23. *Wall ovens, counter-top burners*—several types of “decentralized” cooking equipment on the market give a kitchen a custom-built look, with ovens built into the wall at a height that requires no stooping, burners built into a stainless-steel top in the continuous work surfaces.
24. *An indoor barbecue*, built into the back of fireplace wall or with a flue of its own.
25. *A serving cart* on rubber tires or casters that can be used for setting and clearing table, or as a movable, auxiliary work surface.

### As a merchandising scheme, the fully equipped “all-electric” house has paid off for these two builders:

Builder Arthur Oman, of Weymouth, Mass., convinced that people are demanding more and more equipment, includes an all-electric kitchen and laundry with \$3,000 worth of appliances in his under-\$30,000 houses. He has tied in with GE's “Young America house” promotion campaign, attracted tremendous publicity and thousands of visitors to his development in suburban Boston where he sells houses ranging from \$14,000 to \$35,000. As proof of the sales appeal of the fully equipped house, Oman cites this comparison: he started two developments about the same time in the same \$14,000-\$18,000 bracket, one of 15 homes without equipment, one of 50 all-electric houses; the latter sold out weeks ahead of the smaller number of unequipped houses. Oman considers his tie-in with the manufacturer the best merchandising plan he has used.

Builders Watkins & Richter of Glen Head, N. Y., advertise their model as the “Hotpoint House of the Fifties,” include no less than six major appliances in their sales price of \$25,500: range, refrigerator, dishwasher, deep freezer, clothes washer and drier, all arranged in a roomy kitchen and adjoining laundry. Hotpoint sells the appliances to the builder at normal discount, shares advertising costs. Architects Matern & York designed the kitchen “to sell the house,” built in a dining corner with table and bench, extra shelves and cabinets included. Watkins & Richter are also among the first builders to use remote-control touchplate wiring throughout, explain its advantages with a demonstration model in the garage sales office.



**Big window** over sink gives housewife a pleasant view in these Virginia builder houses. Note glass gable strip for added light, cabinets with sliding doors of hardboard.

Architects: Keyes firm. Builder: Luria Bros. Photo: Robert C. Lautman



**Natural wood or pastel-colored cabinet fronts** are almost a necessity in open kitchens which are seen easily from the living room.

From St. Charles. Photo: Hedrich-Blessing



**Extra features** can add appeal to any builder's kitchen. Special storage racks are provided here for pots and pans; burners are built in flush with counter top.

Architects: Smith & Hegner. Photo: Guy Burgess

**Largest kitchen** in any \$14,000 house is kitchen-dining-utility room combination (1) by Place & Co., South Bend. Kitchen is so large it affords expansive dining space, ample play area for children. 2. Floor plan shows how kitchen at right has utility room with laundry equipment, is conveniently close but separated. In alternate plans utility room is so spacious it can double as playroom, hobby shop or multipurpose room with curtain or sliding doors to shut off laundry equipment. 3. Photo below is of another Place kitchen large enough for regular family meals, children's play, and entertaining guests.



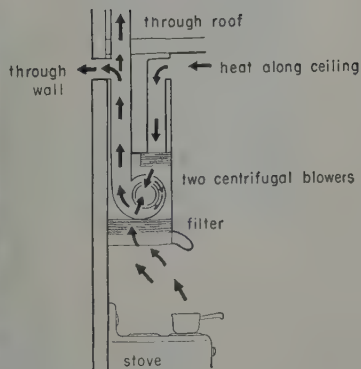
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Place kitchen photos by Priddy-Tompsett Studio

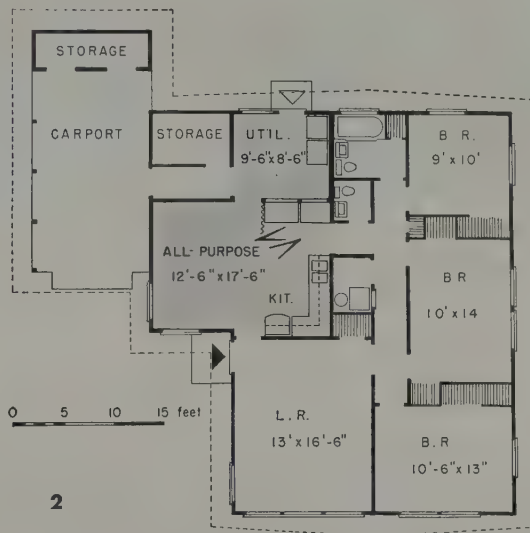


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Photo: Trade-Wind Co.



**Exhaust fan** with powerful centrifugal blowers close to stove helps solve odor problem of open kitchen. Added features: two-way intake and outlet, removable filter.



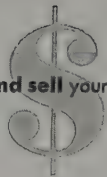
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Photo: In-Sink-Erator Co.



**Garbage grinder** and a stainless steel counter and sink are features that woman buyers like. Floors must be easy on housewife's feet, easy to clean and long-lasting.





## Excerpts from the Round Table

**DAYTON:** I predict that within as short a time as three years, one-bathroom houses will be completely finished. They won't sell. There has to be a minimum of a bath and a half in every price class.

**SPIEGEL:** The most successful developments out on Long Island are the ones featuring the three-bedroom house with one bath, and for \$2,000 more a buyer gets an extra bath, a garage and other extras. They sell a lot of those two-bathroom houses.

**GOODMAN:** The average builder house has a miserable little medicine cabinet in it.

**SPIEGEL:** That is rapidly changing now with more vanities coming in all the time.

**GERHOLZ:** Prior to the large medicine cabinet, we put in two cabinets, one at the right and one at the left, and that doubled the mirror space. It was a compromise to give a little more storage space. There is nothing new about that. You can put that in the cheapest house.

**GOODMAN:** The bathroom is the most poorly lit space in the house and the room in the house which most needs good lighting for the housewife and for the husband's shaving—I want to stress that point.

**GERHOLZ:** I recommended a valance light, at the risk of having to dust it once a year.

**YOST:** A strip light over the mirror is very good. Use two 40w fluorescents over the entire mirror with a plastic cover, to light up the whole bathroom. Another thing I like to do is to put in a light which is halfway over the tub, centered. When you pull the curtain on the shower you are not in the dark. It serves as general illumination.

**GERHOLZ:** I think by actual test you will find the tube light, valance fixture or anything else overhead, is the finest light. We conducted some experiments on that. This expensive tubular vertical light hooked on medicine cabinets is absolutely no good.



Plastic-finished panels provide durable, colorful, maintenance-free surface

Here is a digest of a comprehensive study of the bathroom published by HOUSE & HOME in February, 1953. Builders everywhere were overwhelmingly in agreement that these built-in features will add needed sales appeal—many at little or no extra cost.

## In the one-bathroom house, to take the kinks out:

- ▶ Add more storage space: a bigger medicine cabinet with sliding, mirrored front; recessed clothes hamper beneath basin or in wall; cabinet space over toilet tank for towels and toiletries; shelf space on washbasin or along wall.
- ▶ Install an exhaust fan vented to attic space or through roof.
- ▶ Add auxiliary heat either in combination with a light or in wall.
- ▶ Provide a bigger washbasin with a wide, flat rim or shelf back, or use a counter-topped sink.
- ▶ Put in double or triple electrical outlets (out of reach of the tub) for sun or heat lamps, hair driers, electric razors.
- ▶ Use bath enclosures of plastic, glass or glass fiber for showering in tub.
- ▶ Provide more towel racks for drying nylons as well as towels.
- ▶ Put a grab bar on the wall next to the tub.
- ▶ Install general and concentrated lighting for grooming activities.
- ▶ Use colored bath fixtures.
- ▶ Provide durable, easily cleaned walls of ceramic, plastic or waterproof covering.



Henry Weis Mfg. Co.

*Stall or cabinet shower, bought as a package, is particularly popular feature in two-bathroom house.*

Formica Vanitory



*Smartly slanted storage unit makes greatest use of floor area while providing drawers and doors for everything. Top is plastic laminate.*



Kohler of Kohler

**Cabinet-lavatory, above, doubles as dressing table.** Plastic tile lines recessed area with shower-size tub. Note handy grab bar.

**Double duty** is dividend of two basins in new Bartling Inc. houses Knoxville, Tenn. Cabinet 5'-8" wide, reaching full ceiling height, has sliding doors, perforated to reduce sound transmission, below. Storage space replaces space usually wasted, right, is achieved by building in odds-and-ends cabinet of inexpensive plywood.

Monsanto, US Plywood



**In the bigger bath, these additional features add beauty, utility:**

- ▶ Compartmentalize fixtures with space frames, a section of wall or sliding partitions or doors.
- ▶ Use more built-ins: bathroom scale, magazine shelf or rack near toilet.
- ▶ Provide a double basin with large counter top.
- ▶ Install a full-length mirror.

**In the extra half-bath or second bathroom:**

- ▶ Use a cabinet or stall shower.
- ▶ Provide a dressing table so it can be used as a powder room.

Alternate to the half-bath or second bathroom is an extra wash-basin in the master bedroom screened off in a closet.



Paul T. Fogarty, Jr.



## Bedrooms need more space and better storage

Maynard Parker



### Excerpts from the Round Table

**ZUZAK:** The small bedroom in the Trade Secrets house is a mistake. We are trying to sell the woman and she is not convinced of the desirability of the small bedroom.

**GOODMAN:** 12' x 12' is a nice room; 12' x 14' is a little better. Anything under 12' x 10' is a little ridiculous.

**ANSHEN:** You might make the first bedroom 12' x 15' and then have three cubicles 8' x 10' with a walk-in closet for each. If you took the space you saved and added it to the hall in front of the cubicles you would get a second sitting room. In other words, you create an extra room from space wasted most of the time.

**MAY:** I think bedroom furniture is going to be built in, in future. For six or seven years we have been building beds into the master bedroom. From the start we were called back to build beds in the rest of the bedrooms. They made it easy for the housekeeper. She did not have to vacuum under beds and she saved money not having to buy carpet to go under the bed. We use 2 x 4's on edge and leave asphalt tile under the bed section and then fit in the box springs. For headboards we use a birch door. That costs \$8 and the whole frame is \$10. If the beds are in a corner we pivot them.

**PRENTICE:** What about window heights? At what point can the demands of modesty and the necessity of putting furniture under the window be reconciled with aversions to claustrophobia and the needs of ventilation?

**GERHOLZ:** A good compromise for the sill height is about 42".

**GOODMAN:** We advocate exhaust fans to get positive ventilation, particularly at night. For comfort ventilation has to be low enough so that the air pulls across the bed. If your window is up in the air, how are you going to get air to move across your body? We run our windows all the way down to the floor and have ventilation at the floor level.



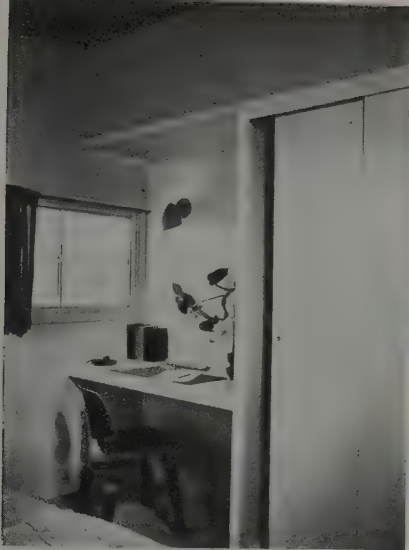
A big glass area makes a bedroom appear larger than it is

Because so little has been done to glamourize bedrooms in a builder's house they offer a great chance for improvement. A builder setting out to improve his house should adopt an attitude of "How can I make this room more attractive?" rather than "This room is about as good as anyone else is doing."

Here are five features builders have found successful:

1. Make the room larger. Surveys show people want larger bedrooms. Better designing can turn hall space into bedroom space.
2. Make the room seem larger than it is by using light colors, higher ceilings, windows that carry the eye outside. Borrow light from adjacent space with a partition which has a top section of glass or plastic. Demonstrate under-scaled furniture and built-ins in the furnished display house.
3. Storage facilities are the best-selling feature for a bedroom. Included should be shelves, drawers, storage for separate items including out-of-season clothes and for clothing of different lengths.
4. Windows should be restudied by many builders. In hot climates many people don't like the high windows, especially if both windows are high. Breeze blows in one, out the other with no benefit to the occupant. Nor can an attic fan help, as all the moving air is at ceiling height. High windows, devised to allow for beds or chests beneath, are now much higher than they need be for this purpose. Best reason for high windows is to provide privacy.
5. Built-in furniture has many advantages, especially for a young couple without furniture or the money to buy it.





**Built-in furniture**, such as this desk in Luria Bros.' house in Fairfax Co., Va., is always a sales asset and suggests multipurpose use of bedroom.



**Double-hung windows** that let people see out are preferred by many buyers to high strip windows. This is Lakewood Plaza project in Los Angeles.



**High, sloping ceiling, tall windows** carry visitors' eyes up and out, make room appear larger. Builder should always curtain unusual windows.



**Built-in shelves** in the storage wall were a popular sales feature in Levitt houses. Clothing helps show how storage space works.



**Full-height storage cabinets** give great flexibility as two adjoining bedrooms can later be turned into one. These are Modular-Built-In cabinets.



**Storage wall** with drawers and various-sized compartments, is attractive and eliminates need for chest. Such built-in furniture when included in mortgage benefits young couples.



**Combination bedroom-sitting room** where the parents can retreat when children entertain is good merchandising idea for model house. Widdecomb furniture in "Tod" Sloan's Colorado Springs house is contemporary but not too extreme for buyers.







**A model house**, furnished or unfurnished, is a builder's show window. It can either attract or scare away customers, depending on how it is used.

House selling is one of America's three biggest retail businesses with an annual gross of at least \$12 billion.

Many years of study have gone into developing the best display and sales methods for all retail businesses, but there are still no generally accepted procedures for selling houses.

The truth is that in a seller's market a builder has not had to merchandise. In nearly every city, however, some imaginative builders have done an outstanding job of selling houses. Their market-tested methods can help other builders when selling becomes more difficult, or when a builder decides to go out after the huge market that exists everywhere today—families who will buy a new house when they are convinced it is a better house than the one they now live in.

"Many builders let a golden opportunity slip through their fingers by not displaying their houses properly," says Joe Shenger, a merchandising specialist who handles displays for many big firms. "Everyone who sees a house is a potential buyer or knows people who are." Builder Nathan Manilow says: "People today are not first-look buyers. They won't come back unless you impress them on their first visit." Architect Herman York says: "The only way you can make an average buyer remember your house is to make a storybook house of it. He must take something away that he will remember."

The following suggestions will be of help whether a builder furnishes a display house or whether he sells from each house as he finishes it. And displaying a model need not cost a fortune. Many free services are available to builders through manufacturers' services and there are dozens of low-cost techniques for packing a display model with more sales appeal.

**House of Famous Names** tie-in, top, was made by Burton W. Duenke Building Co., St. Louis, in collaboration with LIFE. Sales, already good, were helped. Vice President G. W. Mefferd plans outdoor movies for summer evenings as promotion.

**Trim**, traditional-looking signs are used by Realtor Geo. H. Beckmann of Teaneck, N.J. on all houses he sells, above. He insists upon well-groomed look both inside and out, believes shrubs, trees, growing grass give his display houses a plus look.

# sales from a model house

Asteaga



**1. Furnish your display house.** "We furnish a model for as few as 25 houses," says Earl Smith of California. Architect Charles Goodman of Washington, D. C. agrees: "We had 20 houses at \$9,500. We furnished one model and sold every house. Then we sold the furniture and made money on it." Builders who have timed visitors find they average six minutes in an unfurnished house but 15 minutes in a furnished model. This extra "exposure time" gives builders a better chance to sell their houses.

**2. Use a professional decorator.** An experienced decorator (perhaps from a department store) can make a house look larger, more attractive, knows decorating trends and can help the builder to put his best foot forward. A builder's wife is not always an expert on what appeals to the public. "Our best-selling model was the one furnished by the most professional decorator," says Cliff May of the fast-selling Stern & Price project.

**3. Buy your furniture.** Builders from coast to coast agree they get better furnishings if they buy furniture and do not ask a store to lend it. A store wants to sell furniture and tends to overstock a display house. Visitors may get so interested in the furniture they won't see the house. Furnishing should be kept in line with the house, and usually should cost between 15% and 20% of the sales price of the house.

**4. Underscale and underfurnish your house.** Rooms look best if they are not cluttered up with a great deal of furniture. There should be fewer chairs, fewer tables, fewer lamps than are actually necessary. Underfurnishing makes a house look cleaner, larger and focuses more attention on the house, less on the furnishings. Furniture should be underscaled, slightly smaller, lighter in actual weight, light in color, too, to make rooms seem larger.

**5. Hang curtains from the ceiling.** To make a room seem taller, hang curtains from ceiling to floor. Whenever there is a high window or an unusual window, Manny Spiegel recommends that the builder hang curtains to show the housewife how to solve an unfamiliar problem. Many builders are adding a built-in curtain track on the ceiling for this purpose. To make rooms lighter on dark days, curtains should be pushed back to expose the whole window. This requires a wider curtain track, and not only lets in more light but also makes windows seem wider and more important. Light-colored transparent curtains tend to make rooms look larger.

**6. Mix modern with traditional furniture.** It is a mistake to make people think they must buy all new furniture to move into a house with big windows and an open plan. Make them feel at home by mixing good traditional furniture with simple contemporary. Here, again, a professional decorator knows how to advise a builder. Don Drummond of Kansas City uses period furniture in his contemporary houses to show how any style can be at home in them.

**7. Show the family where to eat.** One of the first things that interests a woman in a new house is eating space. It is good psychology to set tables in kitchen and dining area. Many builders who do not decorate their display houses put a table in the kitchen. A built-in table or built-in seats is a good sales attraction.

**8. Show how flexible a third bedroom can be.** For many families a third bedroom soon becomes a study, hobby room or TV room. Families already aware of what a nuisance TV can be in the living room may find an idea of Arthur Oman & Sons of Boston worth trying. Oman puts the TV in the study ("What is it but a place in which to relax, anyway?") and arranges the set so it can be seen by the whole family. Builders often panel one wall of a third bedroom to suggest its multipurpose use.

When a small third bedroom is furnished as a baby's room, no one complains about the size.

**9. Give your house a lived-in look.** If people feel at home in a display house they are more likely to buy it. So:

- ▶ Put fiber or matting rugs on finished floors. They are cheap and durable, save hardwood floors.
- ▶ Furnish the kitchen by putting bright pots and pans on the stove, mixing bowls on a counter, a paper towel rack on the wall.
- ▶ Put groceries in the cabinets. An open box of breakfast food, rice and other inexpensive foods will show how handy things are.
- ▶ In a pantry closet put brooms, dust mops, a vacuum cleaner. They can also be used to keep the model clean.
- ▶ In a child's bedroom put games, toys, blackboard or play things.
- ▶ In the living room add small touches such as an open photo album on a desk, books or magazines, pipe in an ash tray.
- ▶ In the bathrooms put an attractive cotton rug that matches or blends with shower and window curtains; include towels and even such items as toothpaste on the counter (with cap removed so it won't disappear).
- ▶ In bedroom closets some builders like to hang one or two plastic garment bags.



**10. Don't worry about petty thievery.** Builders seem to have mixed feelings on how much the public pockets in display houses. One large Eastern builder who has had thousands of visitors says: "We never lost an ash tray." Another who has had some losses says, "Knickknacks are a good investment and a builder should write them off as part of the cost of doing business."

**11. Use lots of color—but use it wisely.** Color is the cheapest sales tool a builder can use indoors or out. But a builder who puts maroon, red or purple on his walls will scare customers away. One of the many values of an architect is his knowledge of colors. Builders who use color stylists for their exteriors should also use such special advice on the interiors too.

A source of expert advice is the color consultation services of the large paint companies. One paint firm recently did the complete color styling for a large project. Builders can get much professional advice free if they ask for it.

A builder can cash in on color trends by using the "landscape colors" that are best sellers in rugs, curtains, wallpaper, upholstery and painted walls. There is no doubt whatever about the colors people want because for several years the trend has been growing stronger to landscape colors: soft greens and light yellows of foliage, grays and browns of earth and rocks, sky and water colors and, for accent marks, the brighter greens, yellows, reds and blues of flowers.

Many builders could profit by professional advice on wallpapers. Plain colors make rooms look larger, are a better background for furniture, detract less from other features. Fancy, bright-colored wallpapers are fine for individual families but not for display houses. Washable or dirt-resistant papers are a big sales feature and should always be identified as such.

**12. Use signs or placards to explain your best features.** "Signs inside a house are silent salesmen," says Earl Smith. "We use them to work for us." Because no prospect likes to be high-pressured some builders will let a customer walk through a house alone. It is assumed that such obvious advantages as large bedrooms, big closets, well-arranged kitchens and other sales features will speak for themselves. But many visitors miss some of the best points about a house. They may never see them unless they are pointed out.

No builder wants to clutter up his house with too many signs. But discreet signs can be neatly done, can point out disappearing stairways, attic fans, washable wallpaper, durable kitchen counter tops, floors that are easy to maintain, extra-good hardware and windows, circuit breakers that replace fuse boxes, well-planned lighting, the location of heater room, and dozens of other features.

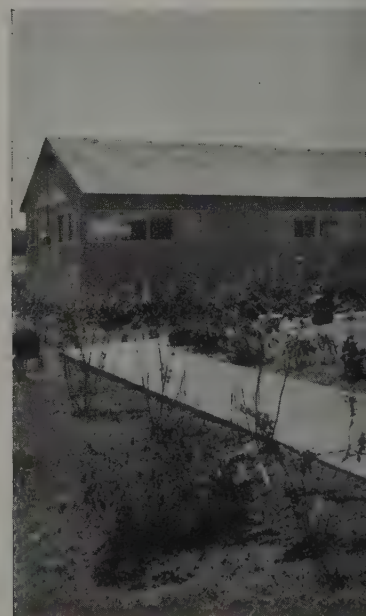
At Park Forest, Nathan Manilow puts a placard in every room with its dimensions. In the Diller-Kalsman houses, Los Angeles, the garages of five different models carry inside signs that tell its features. George Washburn, sales manager for the Beckmann real estate firm in New Jersey, used one "Stop" sign to avoid placarding a house to death. As prospects left they read a poster asking "Have you noticed the many features of this house?" It listed 20 selling points.

Signs should be neat, not too large, uniform in size and color, should not state obvious facts, should be worded like advertisements.

It is a mistake to place too many "Don't" signs around. A sand-filled urn outside the front door suggests politely that you prefer no smoking inside. A suggestion that children be held by the hand is smoother than "No children."

NAHB President Manny Spiegel believes that signs can answer the questions a visitor has concerning the neighborhood, transportation, shops, schools, churches, sewage disposal, construction details and appliances. It is true that many builders put these facts

Photos: Cortland V. D. Hubbard





*Dining space is dramatized in Philadelphia Builders Assn. house designed by Oskar Stonorov by chairs around set table. Note how scarcity of furniture in room opens it up, makes it appear even bigger than it is. Night lighting has special appeal, lengthens summer sales time.*

*Lived-in look achieved by coat draped over chair, left, child's playthings. Built-ins suggest how simply room can be furnished.*

*Scored concrete patio, below, simple, inexpensive outdoor furniture like table and chairs, grill on wheels showed visitors to Southwood at Syosset how easily indoor-outdoor living could be achieved. Ideas like this helped sell 315 \$10,500 houses in eight weeks. Note big window, door.*



in a sales brochure, but there is more sales punch if they are known while visitors are in the display house.

Signs are especially valuable for builders who do not furnish a house but let visitors wander through without a guide.

**13. Point out any built-in furniture.** Built-in furniture is such an excellent merchandising feature that anything a builder includes should be clearly identified as being part of the house.

**14. Capitalize on the optional extras.** Many potential buyers walk in and out of a furnished or unfurnished display house without realizing they could get an extra bath, screened porch, a larger garage, finished basement, a fireplace or other extras. Most builders find that at least half the buyers take one extra or more. This is profitable and helps give variety to any project.

Buyers should be told, perhaps by a sign in garage or kitchen, what extras are possible and their costs. Extras must be handled diplomatically, as some builders advise that if a house is loaded with optional extras a prospect feels he is getting less for his money than he might. In larger projects a builder can display a standard and a de luxe model to show what the extras are and their cost.

**15. Use the help of manufacturers.** Almost no small or medium-volume builders use the free help that they could get from big manufacturers. One large electrical equipment firm will help a builder plan his kitchen, will furnish a salesman to demonstrate the kitchen during rush periods, will provide signs or display material, and will even participate in advertising under certain conditions. Many manufacturers have free planning service and will give advice on equipment, furnishings, decorating, colors.

**16. Feature easy maintenance.** One way to demonstrate that a new house is an improvement over an old one is through materials that are easy to keep clean and maintain.

Wherever the new plastic-laminated surfaces are used on kitchen or bath counters or on built-in furniture they should be pointed out. Flooring and wall coverings and tile used in bath or kitchen that are easy to clean and long lasting should be emphasized. Don Drummond of Kansas City has a placard reading: "These beautiful redwood plywood interiors are washable with soap and water—no more finger marks to mar the room beauty." Many builders use new kinds of materials that perform better than the public knows without such information.

**17. Make sales points of basements and attics.** The two most neglected areas from a merchandising point of view are basements and attics. Builders who include them have a great sales feature these days when families are crying for more space.

Summer Hersey of Natick, Mass. glamorizes his basement by coloring all walls with a new stucco paint. Previously he had painted only the walls in the recreation room.

Edward Rose & Sons, Detroit, use small-duct heating, tuck ducts between floor joists and point out that the buyer gets high ceilings for recreation space.

Rodney Lockwood, Detroit, takes the curse off a naked basement by using it as an exhibit hall. Walls are covered with plats, blueprints, architectural drawings, photographs. Other builders use a basement to display construction details.

The heating plant can always be merchandised with signs. A basement is as valuable to a builder as a window is to a department store. It is space to be used to attract and sell potential buyers.

Chief value of a basement to many families is storage. The least a builder can do is to put up a sign reading: "No storage problems in this house." Or: "Here you get 8,000 cu. ft. of storage space," or "This basement will hold all the bicycles, sleds, summer furniture, trunks and other stuff a family can collect."



The attic, no matter how small, is a sales feature. If it can be used only for storage, point out how much it will hold. Label heat risers. If electrical outlets or roughed in plumbing are installed, let the customer know about it. Point out the headroom, usable square footage when finished. Few people can visualize how attractive an attic room can be finished. If you don't want to finish one room as a sample, put up a photograph or a magazine advertisement as a suggestion.

**18. Dramatize outdoor living.** Everyone who buys a house would like to visualize the day when he can also have a beautiful outdoor patio or terrace. The paved rear terrace, with its barbecue, was one of the great popular features of the Trade Secrets house. A builder can cash in on this terrific demand by 1) designing his house so that it actually includes some indoor-outdoor features, and 2) by demonstrating outdoor living in his display house.

Some builders are so afraid to include features in their model house which are not in production houses that they don't want to add even a canvas deck chair and a few pieces of flagstone. But such items can be plainly identified as not included.

A rough-hewn picnic table, bench or other outdoor furniture that is put on a paved area can communicate the outdoor living idea quickly and at little cost. An even less expensive technique: show on blueprints where a patio can be placed to advantage.

**19. Show construction details.** Builders do not agree on the value of showing construction details. Some use such displays to great advantage; others say people are not interested in construction. But people who have owned homes nearly always ask about dry basements, insulation, paint peeling, etc. Rossin & Ringler, Detroit, invite visitors to inspect other houses under construction.

Many builders use basements or garages for cutaway displays of walls, samples of floor covering, type of insulation. Some use cut-away displays along the path to the model.

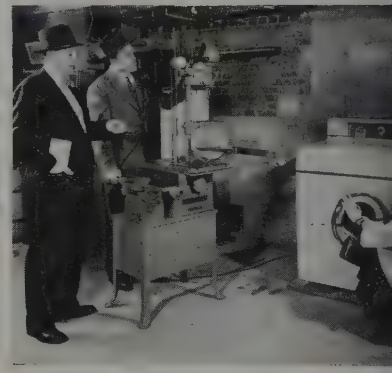
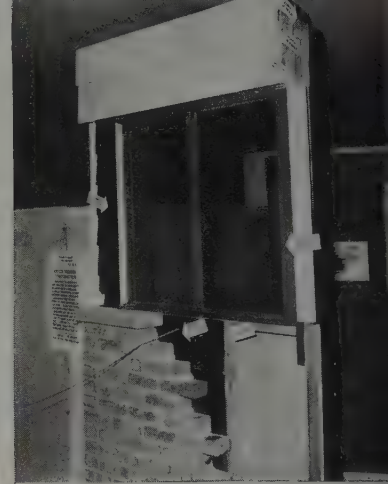
**20. Provide public conveniences.** The builder wants his bathroom seen by everyone but he doesn't want it used as a public toilet. Devices like plaster of Paris in the bowl, a plywood cap cut to its contours, will prevent its use. Several builders are showing thoughtfulness by providing a public toilet in the basement. It can be sold as an extra in the display house and costs the builder nothing, or it can be installed and removed at a nominal cost.

Many prospects drive past model homes that have no convenient parking facilities, where roads are blocked by cars parked on both sides of a road. Etheridge & Vanneman thought parking so important a problem to solve that they topped an entrance street with crushed stone when they could not get paving done in time.

**21. Handling traffic inside the display house.** The builder who attracts a big opening-day or week-end crowd to his development has an audience many retailers would give their eyeteeth to have. For that reason, says Victor Civkin, Connecticut architect who has worked closely with many builders, "Visitors should be treated as house guests, not as interlopers."

Here are some of the things builders are doing to entertain, amuse or instruct house-buying prospects:

- ▶ Using recorded music inside or outside the house.
- ▶ Employing a retired man to rake soil on the front lawn or tend a garden in the rear (to promote customer identification with the house, preserve the effect of neatness and attention to details on the outside of the house).
- ▶ Using a housewifely looking woman in the house as hostess or to demonstrate kitchen facilities.



*Cutaway of exterior wall section, top, in Scottsdale home of Ray Lutgert, Chicago, is way of reassuring people, who have owned homes before, that construction is sound. Signs in Duenke, St. Louis subdivision engage eyes of chore-conscious housewife, left. Added attraction for basement is Delta power tool to interest man, washer to interest woman, above. Basement loses naked look.*

*Accessible parking space was so important around all air-conditioned houses, below, that Etheridge & Vanneman put in temporary gravel road.*



Dean Vannice



**Display** of floor plans is used by Fritz Burns in garage of his Los Angeles houses. Door is painted on, indicates future aperture.



**Graphically** demonstrating two important by-products of air conditioning is this Servel display: over 100 quarts of water abstracted from the air on damp summer day, amount of dust and dirt screened by filter.

Tracy O'Neal



► Capitalizing on the American tendency to be sidewalk superintendents: having a house under construction next door or nearby that indicates a builder is not afraid to show his construction techniques. One builder keeps all houses uncluttered and swept so men-folk who want to poke around observing construction details can do so with ease.

► Using traffic or guide tapes discriminately. These may be necessary for big crowds on sunshiny week ends to keep traffic flowing smoothly, but they should not enclose such a small area that visitors must crane their necks to note closet sizes (a common error) or bottleneck traffic in hallways. During the week there is no need for guide ropes and many builders do not even use them on week ends. (Reason: "They take you through the house too fast, don't really let you live in it for a while".)

► Having a play yard for children. Ray Lutgert in Chicago rents ponies to keep children occupied while their parents go through his houses, but the small-volume builder need not go to even that much expense. He can buy a few swings, a seesaw, build some sandboxes.

► Providing an entrance and clearly marked or open exit door to keep traffic going in one direction.

► Using signs to help relieve traffic jams, avoid quiz contests in rooms. Room-size signs answer the most frequent question.

► Several builders do not let a steady flow of visitors stream through the house, prefer to let them go through in batches of 15 couples. Solution for those waiting in line: a hostess or salesman explaining some of the particular things to note inside, displays of construction features, Burma-shave signs explaining features in detail.

Other ideas for merchandising a model house are on p. 144.

## 22. Dramatize air conditioning in your model house.

Air conditioning in new houses is a magnetic drawing card. Proof? The thousands of curious people who have flocked to see houses across the country where pioneering builders have featured all-year air conditioning.

Here are the best ideas from builders who have used air conditioning to help sell their houses:

► Use signs outside and inside. Explain that air conditioning works all year, such as "This unit heats or cools, dehumidifies in summer and cleans your air 365 days a year. You are always comfortable despite torrid heat in summer or frigid weather in winter."

► Emphasize health benefits. "Filters remove dirt, soot and pollen. Air conditioning makes life comfortable if you have asthma or similar allergies. Doctors prescribe it for heart patients chiefly because exposure to extreme summer heat saps body strength."

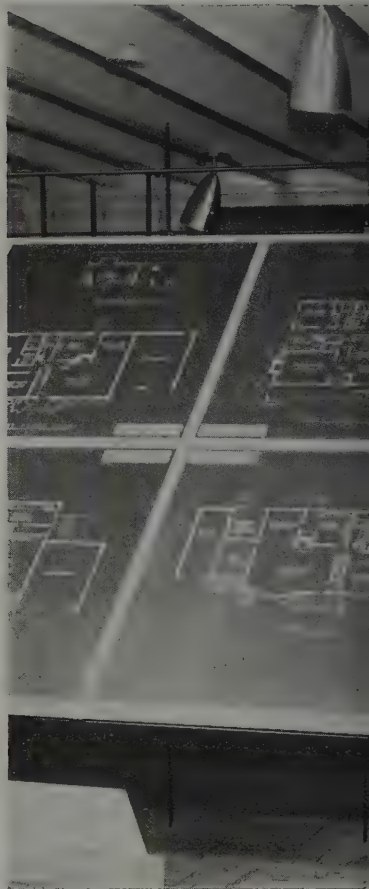
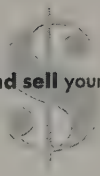
► Dramatize how much water is removed from the house on a humid summer day by exhibiting the actual water extracted in buckets or bottles next to the unit.

► Hang a pair of black, dirty filters in garage or basement with a sign: "This dirt removed from house in one week."

► Appeal to women. Emphasize the fact that all-year air conditioning is a boon to housekeeping, "an invisible maid that constantly keeps out dirt. Your redecoration costs will be sharply reduced. Even light-colored curtains and walls stay clean for years."

► Operating cost is the biggest question mark in the minds of your prospects. Tell people what they will have to pay for summer cooling. Average costs are surprisingly mild in many parts of the country—\$10-15 a month (provided, of course, that cooling towers are used in high water cost areas).





Long Island is one of the most competitive housebuilding areas in the US, with 2½ builders for each of its 1,723 sq. mi. Within one short mile of one road there are 13 model houses. Builders call it “Murderers’ Row.”

Competition is so tough that when a new house is successful its first week it is likely to have more builders than buyers the next. A popular new feature unveiled on Sunday will be standard equipment for miles around by next Saturday night.

Faced with such competition, builders have learned what retailers have known for years: the more attractively you package and present your wares, the faster and surer they sell. From Long Island’s many good merchandisers, here are two case studies which have been unusually successful recently:

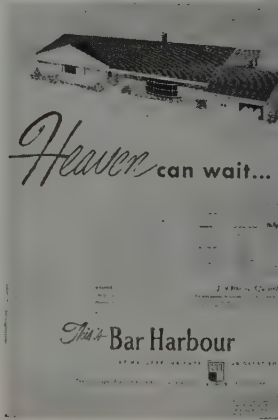
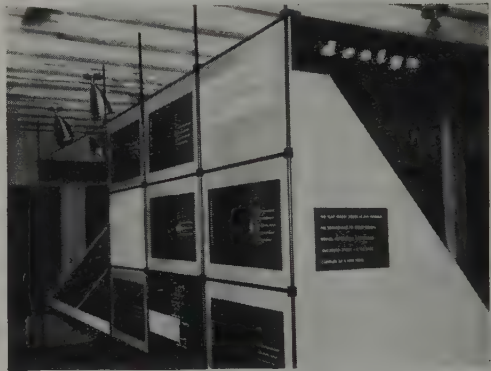
## Bar Harbour

When builders Irwin Chess and Nat Siegal planned their 219-acre site as a 650-house community in the \$20,000-up range, they knew they faced the tough sales problem of getting production volume from expensive houses. Their solution: plan Bar Harbour as a promotion, and build a complete merchandising team to achieve the four-year goal.

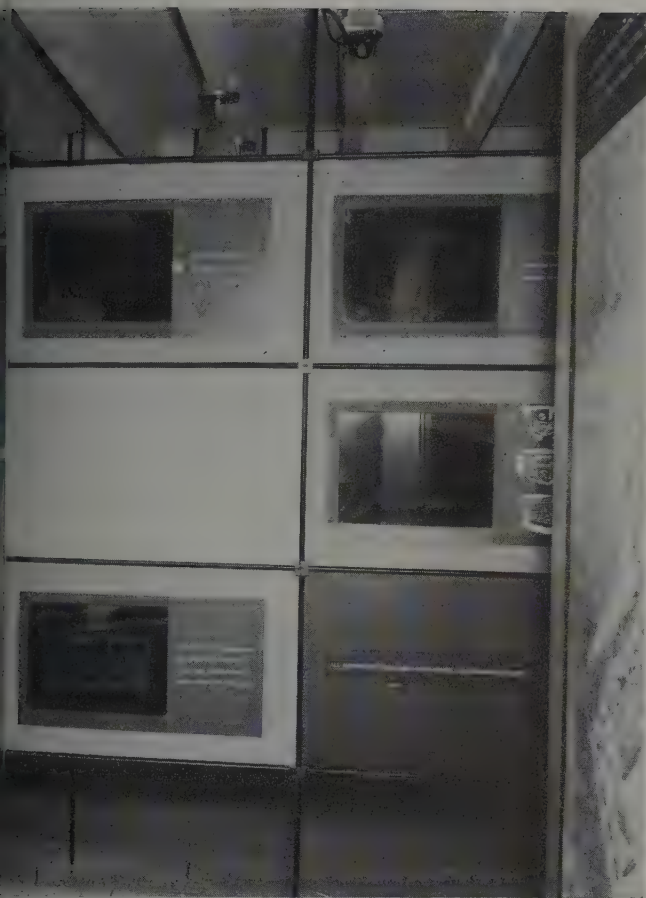


*Distinctive sign is made from wooden letters mounted on expanded metal mesh and rod background. Though sign cost 2½ times more than normal painted billboard, builders felt that it would contribute to “good taste and individuality” appeal of the subdivision. Sales office (rear) has often been mistaken for contemporary house.*

Lee Studios



# your house



**Professional display men** created exhibit of outstanding features of the houses. Kodachromes of interiors, made from artist's renderings, eliminated wait for completion of models. Advertisements (below, l.) use white space heavily to secure readership on crowded real estate pages.



**Color choice** was made easy for buyers by display of various combinations available. Exterior colors are being coordinated by color consultant, whose advice is available to buyers who are undecided what shades to select.

**Call in the team.** "You have to spend money to lick sales problems," says Irwin Chess. Bar Harbour proves his point. Every facet of the operation, though coordinated by the builders, is in the hands of professionals. The nine-man planning board includes builder, sales agent, architects, advertising and publicity man, a display specialist, engineers, landscape architect, decorator and color consultant. As Chess said: "Five years ago I would have tried to do many of these jobs myself. I was an expert then. Now I know better."

The location of the models was planned for maximum return. Bar Harbour's front on busy Merrick Rd. was intended as a future shopping center. Instead of leaving the frontage vacant, the team decided to put the models and sales office on the heavily traveled highway. They are sure it is worth the \$50,000 that relocating them later will cost.

While the architects were still completing plans, the ad agency began preparing the first copy. Publicity releases started with the purchase of the property, and continued with each newsworthy development. A month before the project opened, "teaser" ads alerted people to "watch for Bar Harbour's opening." Full-page ads in three New York papers on opening day brought over 5,000 people to the models.

Everything was ready for them. Landscaping, split-rail fences around each model, parking space and attendants for 450 cars, and an eye-catching display of nationally known products. The sales broker had 17 men on the job, all thoroughly grounded in details of the house and neighborhood advantages.

**Talking house.** For several miles before Bar Harbour, the motorist is aware of discreet but inviting signs. Planned markers lead the visitor from the parking lot through the models. "No children" signs are conspicuously absent. Entry into a house sets off a tape-recorded voice which describes the best of its features.

In addition to salesmen stationed in each house, the sales office is in the center of the property, and interested prospects are referred there. On one side of this contemporary building (see photo) is a modern display of floor plans and color schemes, aerial perspectives of the property as it will look when completed, financial data and exhibits of materials and products. The other side has several well-furnished offices where salesmen and clients can talk in comfort. Large windows keep the houses constantly in view of the prospect.

**Clean it up!** Model houses are Bar Harbour's showcase, get special attention. Cleaning women go through each several times a day and a superintendent checks weekly for needed repairs. This spring the houses will be redecorated.

Traffic tapes are held to a minimum. Though pilferage has cost some small items and even a 16" TV set, Chess doesn't want to take precautions that might alienate customers.

Grounds are kept clean, attendants keep the parking lot from jamming up, and directional arrows lead lookers from the houses to the sales office.

**Still looking for ideas.** Though a heavy newspaper advertising schedule is still carried, the builders are exploring other media. When they found that 60% of their buyers already lived on Long Island, they planned car cards for the commuting trains. They are surveying billboard locations.

The sales record of 100 houses since November, a volume of almost \$2½ million, proves the value of a merchandising job that includes everything from the lawn facing the highway to the 25' tower erected at the water's edge to give prospective buyers an eagle's-eye view of the community.



## Southwood at Syosset

This 315-house project, sold out completely in eight weeks.

In the first meeting with sales agent, ad and publicity men, Builder Irving Warfield decided on a revolutionary tactic: to give a "display director," experienced in retail promotion, complete charge of the merchandising program. The job went to Manhattan's Jo Shenker.

**Tell the story.** After determining that the house was priced right and that the sales force was capable, Shenker set himself two goals:

1. Devise displays that would explain everything in the house, and also reinforce the feeling that no drop in quality accompanied the low (\$10,500) price.

2. Insure visitors ample opportunity to study the display and to see the model houses from every angle.

From his experience in retail stores, Shenker knew that a good display could tell a customer more in 30 seconds than a salesman could in an hour. Proof: the average visitor spends more time at the displays than he does in the houses.

No one can get to the model house without passing the display (see photo, top right) set up under a canvas canopy along the main entrance walk. Strong emphasis on nationally known products makes a point of the quality of the houses. The exhibit is open, so customers can touch any material on the retailing axiom: "Get the product into the customer's hands!"

**Lure them in.** The first sign is  $\frac{1}{2}$  mi. from the project and surveys showed that many people who started out for some other project wound up at Southwood after seeing the signs.

J. Alex Langley

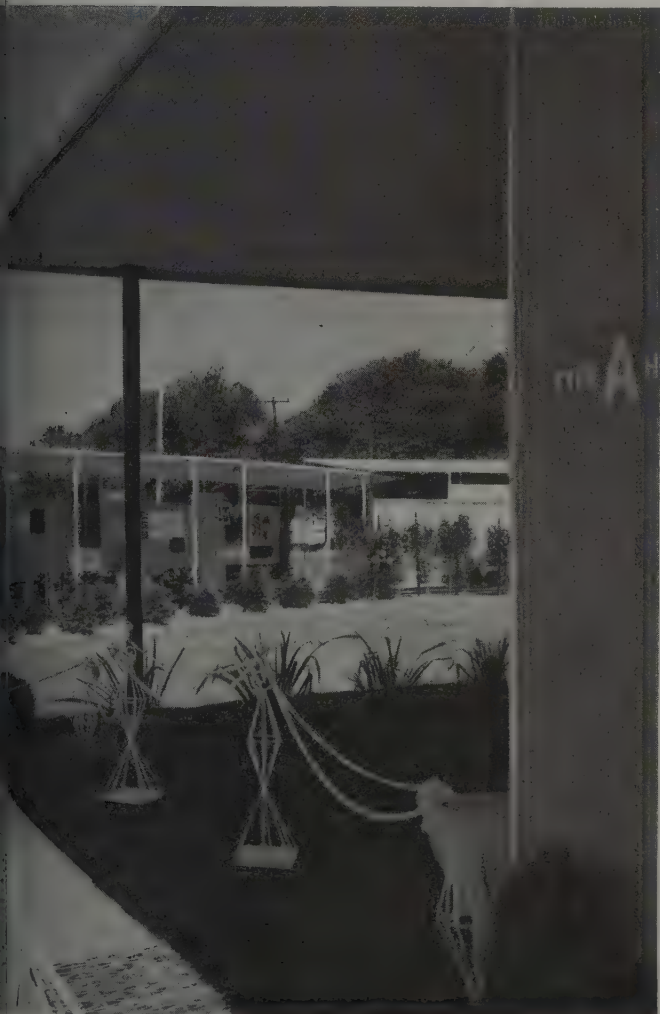


**Children's playground** was good-will gesture, not accompanied by "No Children" signs on model houses. Nurses were in constant attendance, and playground could be seen easily by parents inspecting models. Equipment stands heavy use, may be stored and used on future projects





**Outdoor exhibit** featured all materials used in houses, was sited alongside only path leading to models. Openness of display was very popular with visitors, who liked to finger products. Key to successful public relations lies in word "Welcome" on sign. Every effort was made to treat all comers as invited guests. Unobtrusive tapes, strung to wire holders, kept large crowds in predetermined routes through models.



### **Shenker's rules for signs:**

- 1. Keep one theme.** All signs are yellow and white, with vermillion spots and all emphasize Southwood.
- 2. Make them directional.** The placement of each sign is calculated to move people down a predetermined path.
- 3. Give them a background.** Signs are never placed in a bare field, but given a planting of shrubbery if necessary.

**Then sell houses.** Siting model houses was left to the display director so he could set a traffic pattern that shows the house completely and effectively. People who enter the front of the first model (the woman-catching kitchen is in front) are led by traffic tapes to the rear terrace of the second with its floor-to-ceiling window. The third house welcomes lookers via carport and side door.

The first salesman is in the last house. Reason: salesmen in the first two houses tended to stop traffic, or to break it up into little groups. Shenker wanted a constant flowing mass, with its built-in feeling of urgency.

**Watch the decoration.** As part of the merchandising job, Shenker supervised furnishing and decorating. One house has contemporary furniture throughout, another is entirely traditional. The theory behind this: when a woman enters a house, she asks herself, "Do I fit in here?" The dual furnishing job insures her answering "Yes" in at least one of the houses.

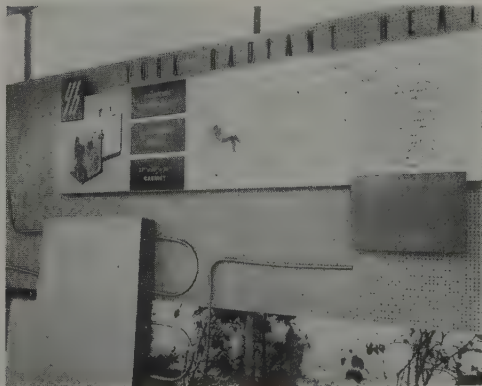
### **What did merchandising do?**

- 1. It sold houses.** The project was sold out in eight weeks. In fact, oversales were able to offset any mortgage rejections or cancellations.
- 2. It saved money.** Original advertising budget was \$50,000, but the quick sellout saved \$20,000, more than enough to pay for all merchandising aids.

**Wide-open field.** Shenker, who enjoyed his venture into house merchandising, says:

"Merchandising has explored every other field, but has ignored the biggest one of all. I think you will soon see the same scientific selling used for houses as is used for soap, or drugs, or appliances."

*Photos (top and below) Alexandre Georges*



**Radiant heat,** usually difficult system for salesmen to explain, was made clear by explanatory display of pipe installed in slab section. Pictures and diagrams replaced words whenever possible, were clear to everyone.



## Merchandising techniques

Possession of a "For Sale" sign no longer constitutes a complete sales program. An aggressive campaign is essential. Some big builders enlist the aid of the same specialists used by retail merchants. Many alert smaller contractors are borrowing techniques from big builders and adding clever touches of their own. For all builders, merchandising breaks down into three major classifications:

### 1. Pre-sale public relations

In the East, most sales agents advise the builder to set aside 1% for ads if he has a good traffic location, and 2% if not.

Publicity as well as advertising can get in some hard preselling for you before your prospect gets to your development. The merchant whose name is familiar to the public has a dollars-and-cents advantage over his unknown rival.

**Tie-in with consumer magazines.** Frank Zuzak, who built the Trade Secrets house in Shreveport, says: "This promotion has done more to get me known in this city than anything I have ever done." Many appliance manufacturers have built houses in cooperation with local builders to plug their products, and these get heavy editorial coverage from local papers. In Milwaukee, Consolidated Homes, Inc. furnished the *Milwaukee Journal* with a model house that was made the subject of a 16-week "Watch This House Grow" series. It cost the builder only some construction delay on one house, gained him a four-month serial in one of the country's leading newspapers.

**Press previews.** Rapidly gaining favor in larger projects, they bring newsmen to the house where they can see everything.

**Direct mail.** The J. C. Nichols Co., of Kansas City, has found it possible to attract a heavy volume of visitors through mailed invitations alone. During a three-week exhibition of one model 300 invitations a day were mailed, and no advertising was used. The first day 650 people came to the house.

**Tie-ups with industry.** In Denver, Frank Burns has his sales managers call on the personnel directors of all important local industries and volunteer their services in housing new employees.

### 2. Point-of-sale promotion

**A construction and materials display.** People have been known to spend as much time on informative displays as on the house itself. An outside display introduces the customer to what is in the house before he enters the door. Or such exhibits may be in the sales office. Best bet for the small builder: feature all your brand-name products in a well-lighted basement. Manufacturers will furnish whatever you need.

**Children's playground.** This will keep many children out of the model (but "No children admitted" insults parents). NAHB's ex-President Bill Atkinson furnishes pony rides for all comers,



even gave 100 animals to the first buyers in his new subdivision. The gum and popcorn machines at Park Forest do not require coins, as Sales Manager Jack Rashkin feels that a dime spent to make a customer's child happy is a dime well spent.

**Plenty of good signs.** Joe Eichler's findings on the value of signs (see p. 176) pointed up the importance of these sales aids. If local conditions permit, large billboards should be as far as two or three miles away, on main roads. A large one is needed at the project, and if crowds line up, small Burma-Shave-type signs along their path will get good attention. Maximum value from signs will be gained by having them designed by an expert, rather than a sign painter.

**A well-equipped sales office.** The garage may be fitted out as an office, or a room partitioned off in the basement. Several builders use house trailers, which can be moved from project to project. Walls can be hung with area maps, with transportation facilities, and schedules marked on aerial perspectives of the finished subdivision; and all publicity the project has received.

**A registry book.** This makes it possible to keep in touch with people who have visited your house. It furnishes a mailing list for research or promotion and tells where your lookers come from. Smart gesture: Burt Duenke, in St. Louis, sends a picture postcard of the model to his mailing list, to recall the house.

**Cut-away, or "X-ray" displays.** Some customers are interested in construction, bring check lists with them. The cut-away answers their construction questions effectively. Marvin Helf, in Cleveland, is using an X-ray house next to his model house. Dave Bohannon, in San Francisco, also makes a point of complete construction displays.

**Good printed material.** The one thing the prospect takes home with him is your brochure. Some builders print two: a short leaflet for all visitors and a longer, illustrated booklet for serious prospects. Be liberal with brochures: they are worth their cost. Also, distribute material from manufacturers provided with your own imprint.

**Control crowds and take the tedium out of waiting.** If your project is large and Sunday visitors jam up, you will need extra staff to handle them. Architect Victor Civkin, who has worked with merchant builders, advises that some work be underway in the project, even if it means overtime payment. A road grader, or similar equipment, will hold people's attention. Some builders employ men to work on the grounds, just to divert the attention of those in line.

**Special openings.** A West Coast builder holds "Moonlight" openings on suitable nights. Andy Place invites the South Bend Chamber of Commerce to his previews. Various builders make



social events out of their house openings, serve refreshments and frequently get newspaper publicity.

**If you have air conditioning.** Rosemond Woods, just launched outside of Philadelphia, is a striking example of how to merchandise year-round air conditioning. Madison Builders, Inc. named their \$42,500 house Air Fashion House to tell the air-conditioning story and dramatize the light-colored decorations made practical by filtered air. Air Fashion House became the theme of advertising and promotion. The air-conditioning manufacturer, in this case Servel, pitched in and spearheaded the entire sales campaign. Then the local gas company—a gas conditioner is used—and the material suppliers pooled all advertising. A joint campaign was set up to hit the papers for six months after the model opened.

Philadelphia papers played up Air Fashion House and a department store is featuring it in four downtown show windows. Radio and television interviews maintained high interest in the house. Local colleges use the model for a laboratory in interior decoration and home air conditioning. Members of women's clubs take guided tours to learn about the new decorations and air conditioning.

Real estate brokers Hall and Crecraft say: "We've been swamped and already have 150 good prospects. Three houses are sold and three others are ready for closing—really amazing for this price class."

### 3. Post-sale public relations

**A friendly buyer can boost your house.** Some builders pay as much attention to customers after they buy as before. Most local homebuilders' associations have prepared booklets on the care and maintenance of houses, and the warranty builds better relations wherever it is used.

**Service organizations.** Most builders today use the 30-day system of making all minor adjustments needed from a list furnished by the home owner. A good rule is: "When in doubt, fix it." Earl Smith, in California, spent over \$1,500 fixing an 18-month-old upheaved slab. Result: 12 sales directly traceable to the pleased home owner.

**Follow-up public relations.** Frank Zuzak has a three-year program. He mails cards to the neighbors, introducing the new arrivals. Keys are delivered in a simple but impressive leather case. A service call is made the day following possession. Personalized stationery for the wife is sent and an address marker for the lawn. A gift of flowers or a tree marks the first anniversary; a telegram the second and a card the third.

**Interest the buyer in the progress of his house.** Have a ground-breaking ceremony for the buyer, or a small party to celebrate the roof going on. Invite a special inspection trip through the house before the customer moves in.

**Pony rides** for children were big drawing card for Oklahoma's Bill Atkinson, who is "throwing merchandising book at customers." Carrouseles, free candy and toys are other small-fry winners. Old car (above, l.) made bad pun, good ad for Al Balch.



**Impressive office** gives buyers confidence in builders, will be converted to commercial use when project is completed. Makeshift facilities are drawback to sales when they force buyers to consummate deal in cheap surrounding.

Del Carlo



**Cut-away displays** go well with inquisitive visitors, furnish good opportunity to play up well-known products hidden in construction. This is best way of answering large number of customers who arrive at model equipped with check lists.



# What's wrong with salesmen?

*If you were invited to the White House for a conference on merchandising houses would you feel safe in sending your salesman? Does he know enough to represent you? Probably not. Yet you trust him to be your front man at daily conferences that are even more important to you. He is your chief contact with the most important people in your business life: your customers.*

*To the public your salesman is you. If he is friendly and cheerful, knows his job thoroughly and is a real salesman—then your reputation as a builder is good also. But if he has egg on his vest, is lazy, badly informed—that's what your customers think you are like too.*

▼  
*"We can get a better sales approach only through the use of competent, trained, full-time sales people. Do not depend on 'house sitters' or week-end sales specialists." Miller Nichols, president, J. C. Nichols, Co., Kansas City.*

▼  
*"One thing we consider very important: the salesman should know everything that's in the house. Our men know as much about the house as I do." Joe Vatterot, builder, St. Louis.*

▼  
*"Each of our buyers talks with two or more members of our staff to eliminate any misunderstanding. This prevents customers from becoming disgruntled at overeager salesmen." Jack Rashkin, sales manager for American Community Builders, Park Forest, Ill.*

▼  
*"Some builders dislike large, unwieldy crowds, claim selling is impossible. That's wrong! Our money, our skill and our ingenuity goes into getting the public out to see the models, and the more they come, the more they buy. Every big builder will tell you: sales are made when mobs overwhelm you, not on rainy Tuesday mornings." M. J. (Pete) McKenna, N. Y. real estate ad executive.*

▼  
*"We do not permit our salesmen to sit on the furniture in the model house. That house is an extension of our sales office, not a lounge." Henry H. Kay, partner, Trylon Realty, Long Island.*

In the good old days (up to a year ago) anyone could sell a house. Your cousin Jenny's boy or your old Uncle Fred could take orders as well as anyone else.

You can still get along with Uncle Fred today and maybe next year. He can still sell the newlyweds. But if he is not a well-trained, experienced salesman he won't do you justice in selling against tough competition. He'll never be able to convince the couples in their thirties who have already had one or even two postwar houses that your house is their best buy. And certainly Uncle Fred, with all due credit to his fine qualities, cannot persuade people now living in houses 20 or 30 years old that your new house would give them more comfortable, better family living. Yet to stay in business, you must sell the tough customers as well as the easy ones.

Your salesmen are really key men in your organization. They are what the military call VIPs—Very Important People. While their big job is selling, they can do other jobs too. If you think about these many related jobs you get a new slant on your salesmen's importance.

**Salesmen can take public opinion polls.** If your salesmen do a proper job they can be your eyes and ears. They can tell you what people like and dislike about your houses. They can tell you why you get buyers, and this can steer your designs into popular channels. In fact, your salesmen should be real policy makers when it comes to changing designs to keep ahead of public trends. No one does a better job of bringing out new models than Place & Co. of South Bend. Their sales staff sit in on every new-design conference and help influence such trends as bigger kitchens and more storage space. (See p. 136.)

Your advertising should be based on what salesmen tell you people like and dislike about your houses. Obviously, if you play up the popular features, you'll attract more buyers than if you keep plugging an unpopular feature.

Your salesmen can also keep you informed about the builder down the street. You probably hear a lot of news about your competition, but do you get first-hand reports about how people like the other houses? When split-level designs first had their big revival around New York recently, many builders first got an inkling of this new trend from their alert salesmen. Sales boomed for those who got on the band wagon fastest. And if the trend changes, as some real estate men believe it will, it will be smart salesmen who first discover the public is tired of splits.

**Salesmen need to know what a good house is.** To get material for this special issue H&H editors and Time, Inc. correspondents throughout the country visited a great many display houses and talked with salesmen. They met many fine salesmen who knew their jobs and who created confidence in their houses. But the editors also piled up a mountain of evidence that many salesmen could do a better job if they knew more about the qualities of a good house.

Can your salesmen talk convincingly about the features emphasized in the Round Table discussion on p. 120? Can they make selling features of integrating the house with the land, of what makes a good neighborhood, the value of good orientation, wide overhangs, good circulation, the open plan vs. the closed plan, and the many other features of an up-to-date livable house? If they can you have a great treasure in your men.

## What else should a salesman know?

### 1. All the facts about the house

H&H editors were staggered to find salesmen who didn't know basic facts about the house: number of square feet, size of rooms, type of furnace, manufacturer of windows, type of flooring and so on.

If a salesman cannot remember the facts, he should have them in a manual. In fact, some salesmen make a point of referring to a manual or a salesman's kit as it impresses the buyer that he is getting facts. Builder Bob Gerholz of Flint has used "Visakits" for many years which show photos and plans of all his houses, with data on materials, equipment, financing and other information a salesman needs.

### 2. Materials, mechanical equipment, heating and construction details

The facts a salesman should know include full information on what is in the house and how the house is built. If a salesman is worth hiring he is worth training. J. C. Nichols Co. of Kansas City trains a new man for a month in their full operation, then has him watch an experienced salesman work. Many builders take an alert bookkeeper or mechanic who likes people. These men are often better salesmen than the bored professionals. The salesman should know the maker of every major item and piece of mechanical equipment.

He should be especially knowledgeable about the heating. If a slab house has perimeter warm-air heat, for example, a salesman should know that there are no cold spots on the floor and if he is an expert he will be able to quote the University of Illinois statements on the superiority of such heating. Imagine the effectiveness of telling a mother of a small child: "Madam, there isn't a cold spot in this entire floor." He should read trade magazines to keep up on technical talk.

### 3. Know the neighborhood

A salesman must be able to sell the neighborhood as well as the house. He must be able to talk accurately about schools, shops, transportation, churches, summer playgrounds, and other such factors. (NAHB President Manny Spiegel has a TV set operating in his model house in New Jersey so buyers can see what kind of reception they can expect in this area.) Many potential buyers come from another part of town, or from out of town.

### 4. Taxes and financing

A salesman should have the facts about down payments, qualifying income, closing costs, monthly costs, mortgages, and be able to answer almost any question about costs.

He should also have facts, not guesses, about taxes, water, gas or electricity costs, and garbage pickup.

### 5. The opposition

A salesman obviously cannot refute what other salesmen are saying if he does not have facts about the competition. He ought to know almost as much about his chief rivals' houses as about his own.

### 6. Watch the trends

Many builders were caught with a lot of two-bedroom houses long after the public taste had shifted to three bedrooms. Their salesmen should have caught this trend in plenty of time. But the salesmen were either indifferent to dissatisfied customers or could not interpret what they said. A smart salesman listens, learns, then tells his boss.

**Should you use a sales broker?** When selling gets really tough, many builders turn to outside salesmen to help them out. This has happened to nearly all of the Long Island builders. (See p. 150.)

There are many advantages to using an experienced real estate man to do your selling. He is a professional, has a steady source of clients, knows the competition. He is well worth his fee if he knows his job. He will be especially valuable when builders begin taking trade-ins.



**His attitude is most important.** As H&H editors and correspondents visited display houses and talked with salesmen one major failing became apparent. Too many salesmen didn't give a damn. This is surprising in men working on commission. At one large project of \$16,000 houses the salesman pointed out the oven of a de luxe range, included in the price, criticized it as being much too low for convenience. He showed a built-in bathroom clothes hamper but admitted he had never bothered to learn how to open it. He made a sales point of windows that could be removed and washed from the inside but said he couldn't get them open "because they're all stuck right now." He knew there were schools nearby, but not where they were.

The builder of this project would have been horrified at trusting this salesman with a half-million dollar industrial operation but he had that much money at stake in this 35-house project. Yet he never bothered to train this key staff member.



*Only friendly, well-informed salesmen who like people may work for Place & Co., South Bend.*

**Here come the women.** Largely because they have such a practical, human attitude, women are moving into the house-selling field in increasing numbers. Women can sell to women, can demonstrate the kitchen equipment, discuss labor-saving gadgets, long-lasting counter tops, good floor plans, cross ventilation in bedrooms and other selling features. Most builders agree that women make excellent "salesmen."

Another fault of salesmen is their indifference to visitors who don't resemble the salesmen's preconceived idea of what a buyer looks like. Many salesmen feel they can tell at first glance who are the buyers and who are the lookers.

It is true that many people enjoy looking at new houses they don't intend to buy. But they might buy if the salesman persuaded them his new house was far better than their old one. Or if he did a really bang-up selling job, the "lookers" might pass the good word on to friends who are buyers. Salesmen are so used to selling the GI market they ignore couples over 40, and yet nearly every family has friends who are looking for a new house. One man, ignored by salesmen because he didn't look like a buyer, was a popular taxi driver in the next community. If he had liked the houses he would have spread the good word through his entire village, but the salesman didn't like him, he didn't like the houses and sales were lost.



## VA and FHA 'reluctantly' raise mortgage interest rates to 4½%

### IN THIS MONTH'S NEWS:

(see pp. 37 through 66)

**House of Representatives votes to kill public housing and HHFA research, trim other housing programs to the bone**

**HHFA removes the last remnants of Reg. X, reopening the door to no-down-payment VA homes**

**Builders try to spur Congress to act on housing law changes and mortgage bankers propose new FHA rehabilitation loans**

**Air conditioning heads for a record-breaking year but builders ask more help selling conditioned homes to FHA**

**Urban Land Institute urges housing be divorced from urban redevelopment**

The administration's May 2 decision to raise VA and FHA mortgage interest rates to 4½% ended a three-and-a-half week tailspin in the mortgage market that had threatened widespread disruption of homebuilding.

After a call at the White House, HHFA Administrator Albert M. Cole keynoted the new policy with this explanation: "The increase has been authorized with reluctance, but in my judgment is necessary to make such financing adequately available. On the present market, the difficulty of obtaining mortgage funds has been increasing for the very families that the VA and FHA programs are intended to serve—those with limited cash resources, unable to meet the larger down payments required without these aids. I believe it is better to enable these people to obtain the funds they need at a slightly higher interest rate than to deny most of them the chance of buying a home."

For FHA, the increase from 4¼ to 4½% applied immediately to loans under Sec. 203, 603-610, 903 and Title I, Sec. 8. For large scale rental-housing projects under Sec. 207, FHA likewise upped its maximum permissible rate ¼%—to 4¼%. Left unchanged because they are fixed by law were the 4% rates on Sec. 213 cooperatives, Title VIII Wherry Act and other defense housing. FHA announced the new rates would apply to applications in process and commitments outstanding, if lenders asked.

For VA, the ½% increase went into effect May 5, without becoming applicable to loans in its pipeline.

**Bottleneck cracked.** Industry received the news joyously. President Charles L. Clements of the US Savings & Loan League said the rate boost would crack the "bottleneck" on GI loans. He promised a drive among the league's 4,000 member associations to "put the GI home loan program back in high gear."

The tieup began April 8, when the Treasury announced its new 3¼% long-term bond. The new bond bore a rate 30% higher than the rate for such funds three years ago. In contrast, VA rates at 4% were still where they were since 1944. FHA rates, at 4¼%, had been pegged since April 24, 1950.

Within 24 hours after the change in the bond rate, big lenders stopped buying or committing VA and FHA loans (except at prohibitive discounts). One New York life insurance company wired its correspondents: "Please be advised we are not interested in any FHA loans."

**Fanny May pulls out.** It took HHFA only five days to realize the new Treasury bond rate made VA and FHA loans a poor buy. On April 13, it ordered its subordi-

nate Federal National Mortgage Assn. to stop buying them, except for outstanding commitments, defense and disaster housing loans. To the sensitive mortgage market, the Fanny May order was a red flag: if the government was acting to prevent dumping of VA and FHA loans at the old rate, then it meant that the government at last was getting ready to accede to industry's demand for a rate hike.

The economy-bent House Appropriations Committee threw another monkey wrench into the market April 17 by unleashing a plan to force Fanny May to sell private industry up to \$1 billion of its \$2.4 billion portfolio in the next fiscal year (p. 37). If VA and FHA rates went up, said lenders, Fanny May could only unload its old loans at a discount of two or more points which would make the government lose money. Moreover, such a move would not only siphon money from current mortgage lending, but would be something like the government dumping cut-rate butter on the market that it had previously bought to bolster butter prices. Although the scheme was killed on the House floor, the government-backed mortgage market dropped all but dead.

As April dragged on without the rate boost everybody expected, VA loans were reported offered at discounts as high as 10% in the Midwest. An FHA and VA mortgage drought in Texas began to slow construction. A survey by the *Oregon Journal* found "the veterans home loan program a sham" at the 4% rate. The *Journal* said that since the higher government bond rate was announced "the stalemate has spread wholesale to non-veteran FHA loans. More than 100 home purchases of the last few days face cancellation in Portland alone."

**The obstinate VA.** Some grumblers suggested that the administration's inaction

was a subtle scheme to curtail homebuilding, save it for a cushion if a recession developed. But there was no evidence of such calculated manipulating.

Instead, the architects of the delay that prolonged the crisis appeared to be VAD-administrator Carl R. Gray Jr., VA Loan Guaranty Officer T. B. King, and Rep. Edith Nourse Rogers (R, Mass.), chairman of the House Veterans' Affairs Committee.

For more than a week before the administration finally raised mortgage rates, it was apparent to insiders that FHA was chafing to do so. But even when reports leaked out that Treasury Secretary Humphrey had approved an increase for VA (as the law required), VA's Gray dallied over exercising the discretion Congress gave him several years ago to raise interest as high as 4½%.

Instead, VA hatched a proposal to maintain the 4% rate but legalize discounts to allow the real rate to rise or fall but preserve the politically-palatable fiction of 4% interest. Neither builders, bankers nor housing officials liked the scheme. But it was Congress that finally killed it.

**Strategy boomerangs.** The loudest Congressional champion of a sacred 4% interest for veterans has been the House Veterans' Affairs Committee and its chairwoman, Edith Rogers. After hearing VA's discount alternative to a rate hike, Mrs. Rogers called an April 29 meeting of her committee to get a full explanation from VA's Bert King. The strategy backfired. Most committeemen cold-shouldered VA's notion. Snorted Rep. William Ayres (R, Ohio), chairman of a subcommittee that had been investigating veterans housing (p. 45): "It's legalized larceny—a flagrant violation of ethics." Did the committeemen believe VA's insistence that the cost of discounted loans was not passed on to veteran-

buyers? Said Ayres: "That's a lot of stuff."

But of greatest influence at the White House was action of the American Legion's national executive committee. As first order of business at its quarterly meeting April 29 in Indianapolis it debated the GI loan program from 10 A.M. to 3 P.M. Then National Commander Lewis K. Gough at

last wired the President that the Legion had approved recommendations made by its special mortgage committee headed by Attorney Tom Moses of Pittsburgh. Favored by the Legion: a "flexible" rate (it avoided approving any precise figure) and continuation of direct government loans at 4% in hardship areas for two more years.

## Rent control extended to July 31; controls in some critical areas kept another year

For the eleventh time since 1942, Congress voted to extend rent controls. As President Eisenhower signed last month's extension into law, the building industry had more hope than before that this was the last.

The new law extended rent controls left over from World War II for three months from their April 30 expiration—to July 31. It retained rent ceilings in critical defense areas through next April 30, but restricted critical areas to those caused by military or atomic activities—thus excluding communities swollen by a defense plant influx.

**Big cities out.** Of the nation's 5.6 million rental units still under some kind of control, 4.3 million (77%) were in areas where controls had remained for the full 11-year life of rent ceilings. Involved were 1,133 communities with a total population of 34 million—21% of the nation. Among them were 31 cities of more than 100,000 population, including Boston, Chicago, Philadelphia, Baltimore, Cleveland, St. Louis, San Francisco, Pittsburgh, Newark, Jersey City, Louisville, Minneapolis, St. Paul, Cincinnati, Memphis, Providence, Worcester, Mass. and Dayton, Ohio.

Only 1.3 million rental units lay in the 124 communities with critical area rent control (which is imposed and administered separately from critical area housing aids, which embrace 223 communities). And Rep. Jesse Wolcott (R, Mich.), powerful chairman of the House banking committee and chief architect of the brief rent extender, estimated that the narrower definition and complete review of them required by the new law would shrink the 100 to between 25 and 40 critical areas.

**House in control.** The 1953 rent law was a notable legislative success for Wolcott personally. It was his insistence that rebuffed administration suggestions that World War II controls be continued until Sept. 30. The July 31 expiration date, Wolcott argued, was time enough to let states take over rent control if they wished. (Only New York already had state rent control, although

New Jersey, Massachusetts, California, Illinois, Missouri and Pennsylvania legislatures were considering it.) President Eisenhower, whose principal concern was giving due notice to the states, chose not to make an issue of the date. Neither did pro-rent control Democrats in the Senate, who figured a fight would let controls lapse entirely.

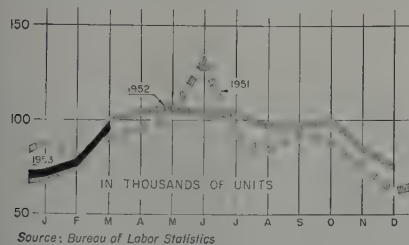
Still more important for the building industry, enactment of the Wolcott rent bill virtually killed chances at this session for Sen. Homer Capehart's standby controls bill embracing not only rent control, but wage, price and credit controls that the administration did not seek.

By the time the House passed the Wolcott bill 187-66 and the Senate, interrupting its tidelands oil filibuster, adopted it without change by a voice vote, it was clear that leadership in housing legislation had passed from Capehart's Senate banking committee to Wolcott in the House. In this lay industry's real hope for no more rent control extensions: Wolcott would have none of them. The new rent law also:

► Abolished the Office of Rent Stabilization on July 31, empowering the President to give some other federal agency control over rents in resurveyed and recertified critical areas. (The Office of Defense Mobilization seemed likely to get the job.)

► Lifted rent controls at once on units in critical areas built or converted after Feb. 1, 1947. Such "new construction," freed from controls by Congress in 1947, was blanketed under critical area controls last year—one of their most unpopular features.

Even before the new law was passed, Republican administrators were beginning to trim the list of critical areas. Generally the reason was that in-migration of defense workers forecast by surveys made during the Truman administration had not taken place, or that isolated military bases were being deactivated. Decertifications: Indianapolis, Cedar Rapids, Port Townsend, Wash., Fort Huachuca, Ariz., Camp Cooke, Calif. and Benton, Ark.



**HOUSING STARTS** in March totaled 97,000 (a seasonally adjusted annual rate of 1,114,000) or 7% below March '52 starts. The decline was attributed in part to excessive rains. Total starts for three months this year reached 245,000, just a shade under 246,500 in the first quarter of '52. But the quarter's decline was all in public housing, which fell from 19,600 to 17,600. Revisions put the final total of 1952 starts at 1,127,000.



# The fastest-selling houses in the USA

This is the second installment in a grass-roots' survey made each month by HOUSE & HOME to show you the fastest-selling houses in the country and tell you why they set records

## "One of a kind" houses sell fast in New Orleans

**Builders Ernest and Robert Norman apply modular planning, tilt-up construction to a variety of house plans, presell all the houses they build**

The Normans design and construct each house in their development differently from the others yet offer each at repeat-model prices. In their Aurora Gardens development (200 houses) they use many of the building techniques they learned from low-cost mass building, sell most houses between \$12,000 and \$14,000 on lots bigger than those in almost every merchant-built development in the area ("In New Orleans even a 50' lot is considered large"). House pictured here sells for \$13,375, has 946 sq. ft. of living space plus carport, outside storage and a 9' x 14' porch.

The Normans have sold over 30 houses since the first of the year. At present there are no big-scale developments in New Orleans like Hamilton Crawford's 1,500-house project of 1951-52.

**Enforced economy.** Customers are given the privilege of selecting from a variety of 25 plans, may even have features of one house incorporated in another. "We know just what the cost of every variation or change will be," says Bob Norman. "We spent a lot of time preplanning everything and we keep tabs on everything—book-keeping, extra overhead, additional drafting expenses. But once the buyer makes his choice and signs a contract, we allow no changes." He studied business administration at Tulane, accents cost accounting, says more builders go broke because of inadequate records than people realize.

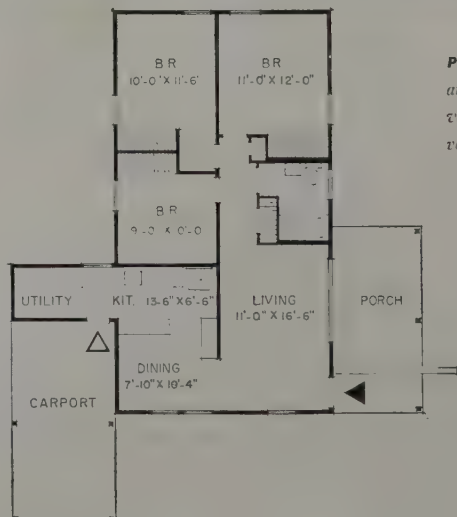
Much of the expense of building individually varied houses is taken care of by the design. The builders plan frame houses on an interior module, block houses on an exterior module because "block is harder to cut than wood or gypsum board." Customers who suggest changes that do not

conform to a module are discouraged if possible, by the builder.

"All our designs are engineered for economical production. We show customers how much costs run up if they abandon the module, add an extra stud or an odd-sized piece of gypsum board," says Bob.

**Low-cost lessons.** The Normans figure

the average Aurora lot (from 75' x 140' on up) is worth \$3,500, which makes selling prices on most designs close to \$10,000. The slightly over \$10 per sq. ft. selling prices of houses alone are made possible by use of steel concrete forms—the builders were the first in the area to use them on a development scale; tilt-up method of exterior wall construction—walls are constructed on the



**Plan** allows housewife to command views of front and rear of house. Low fence gives porch privacy from street. Every room in house gets cross-ventilation by placement of windows, doors.

slab itself; use of power tools—table saws cut lumber for each house on site; complete materials breakdown on each house. Since roof designs vary widely, the builders find trusses are not economical. "They don't pay unless you have five to ten of the same roofs going up at once."

The builders are content to make a small margin of profit on their Aurora houses, find they can make more money on low-cost, mass-produced houses where they can gain greater economies by "doing the work of the prefabricator on site." They pre-cut all material, use roof trusses, design on an interior module. Last year they sold out a development of 114 houses at \$6,600. This year they are going ahead with 117 houses to be priced at \$10,000.

**What the customer gets.** "The people who buy our houses want to feel they are living in the suburbs," says Bob. "Our big plots give them that feeling." Setbacks vary from 25' to 45'. Utility poles are on rear property lines.

Although the builders believe in using model houses—and will have six furnished ones in their 117-house project—they have no model at all in Aurora, rely on plans and tours of the development to sell. "Frequently," says Bob, "we ask folks who have bought houses if we can show prospects their homes. Surprisingly, most folks are flattered to have us ask. We think we lose only a negligible percentage of customers by not having a furnished model. And there are always from 15 to 20 houses just starting or just finishing to show customers the soundness of construction."

Most of the houses were sold through VA financing, but the recent rise in Treasury bond interests will cause an increase in brokerage fees.

## Low-cost best seller in Portland

**Leo Rush offers two-bedroom, 900 sq. ft. house for \$8,000, a three-bedroom, 1,100 sq. ft. house for \$9,000, and is sales ahead of starts**

There is just one reason why these houses are Portland, Ore.'s fastest selling houses: an alert real estate broker, John Clarke, found a way to make FHA's low-cost—203B2(D)—program work in a climate requiring heavier construction, more heating, greater insulation. The program permits 95% FHA mortgages on two-bedroom houses selling for \$7,000, three-bedroom houses selling for \$8,000, four-bedroom houses selling for \$9,000, including land.

Clarke had three tough nuts to crack:

- 1) Find enough existing lots in Portland at a cost low enough to hold selling prices within FHA's limits.
- 2) Find enough takers for the mortgages.
- 3) Find a builder willing to take less per unit for a larger volume of business.

**"Outstanding" program.** Clarke found the lots, got the takers and has in builder Leo C. Rush the fastest selling homebuilder in town. Rush has sold 240 low-cost houses since the first of the year. The Washington FHA office calls the Portland program "outstanding." Clarke's results in selling the houses (over 400 since last July) prompted him to get other builders in on the program.

Rush builds most of the houses on lots scattered over 50 sq. mi., keeps close tabs on his operation via radio telephones in his and his two superintendents' cars. He uses no pre-cutting techniques, ascribes his efficiency to power tools, advance plan-

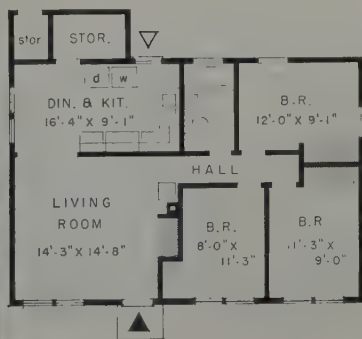
ning and ordering of materials. Financing is the toughest hurdle: all FHA loans require much shopping around in the area. He is on a spring schedule of two houses per day, 60 days for completion of each house.

**Cost comparison.** In southern California and Arizona where there is no heating or moisture problem building costs for this type of FHA-insured house are below those in Portland. In the southern area 1,098 sq. ft. houses with three bedrooms and two baths are selling for \$8,000. In Portland where construction must be heavier and heating greater, a three-bedroom house is from 883 to 992 sq. ft., has one bath and sells for the \$8,000 tag. Four-bedroom houses with 1,086 to 1,137 sq. ft., some with two baths and others with forced-air oil heat and fireplaces, sell for \$9,000.

Lumber in Rush's houses is all No. 2 or better. No. 3 is used for cripples and non-bearing supports, as recommended by fir lumber manufacturers. Exterior of houses are finished with shakes or fir boards with the rough side out and used vertically with batts.

**Sales success story.** Clarke handles all Rush's sales from two display houses, one a two-bedroom, the other a three-bedroom model. He bases his success on keeping up with what the public wants and needs in a house. Says he: "It is better to spend weeks planning before the houses are built." His preplanning idea includes architect collaboration. "We try to get houses that look like \$15,000 worth and sell for less than \$10,000. The architect deserves much of the credit for the higher-price styling they have given us. They changed costly features to less costly items that actually sell better: open planning, bringing the outdoors indoors, large efficiently planned storage areas." Design work was done especially for Rush by Home Building Plan Service, Portland.

Clarke and Rush give a great deal of credit to FHA. Says Clarke: "Many ideas incorporated in our houses—architecture, price, location, construction—were not original with us but came from FHA officials, from the state director on down."



**Sales features** include redwood kitchen cabinets, flush interior doors, exterior doors of birch. Only appliances included are space heaters, gas, electrical fixtures.

Clayt Green





## In Detroit: best seller scrapped for better house

At a price often lower than FHA valuations,

these builders sell more houses than any of their competitors

John David Snyder



**Carport** is standard in Rose's new design, left, as he found buyers are willing to convert it to garage later. Builder provides directions for enclosing one side with storage wall.



**Older house**, right, is one of Detroit's best sellers. It had many popular features including pass-through closet from bath to hallway. It lacked chance for outdoor living of newer model.

For years Edward Rose & Sons has been one of Detroit's biggest builders. Since son Irving came into the business several years ago they have been steadily selling more houses. Last year they sold 965, more than any other builder in the city. Here is the house that did it (photo, right).

All these years the Roses have been selling brick veneer houses and giving the public more house for their money. Sales took care of themselves. But young (27) Rose, not satisfied, called in an architect to redesign his houses completely (photo, above left). Prices: from \$13,300 to \$13,800.

**More for the money.** Since the first of the year the Roses have sold 247 houses. Chief attraction: a three-bedroom brick house that sells for \$11,500 to \$12,500. Many other builders privately admit they cannot come close to the \$10.12 per sq. ft. selling price.

Young Rose, now president of the firm his father started 32 years ago, ascribes the low prices to standardization and volume production, says: "We are able to give buyers more value because every member of our organization is on the lookout for new ways to cut costs." Examples:

► Construction for a finished house used to take five months, now takes two. Says Rose: "We now get a return on our investment six times instead of twice a year, and can do more with the money."

► Since the builders offer few basic plans, one man using power tools can cut lumber for two complete houses in one day.

► Use of plywood for sheathing, subflooring.

► Use of dry wall, first introduced to Detroit in volume building by this company.

► Tilt-up construction for exterior walls.

► Preassembled door and window components, shop-assembled cabinets, precut trim.

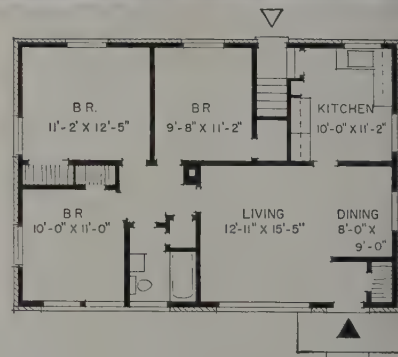
► Poured concrete foundations.

**Better value still.** Raw land costs the Roses \$2,500 per acre. Land improvement costs run from \$20 to \$25 per running foot, include all improvements.

"Lack of uniform building codes is the biggest block to even better construction and lower costs," says young Rose. "It would help immensely if the painters' union would allow spray painting. But even though we are faced with a higher wage scale than a year ago, we have successfully cut our rough and finish carpentry costs \$100 per house. We soon hope to do better than that."

The Roses give a one-year building warranty, have excellent customer relations ("50% of our sales are from recommendations of other owners"). Features of the houses at no extra cost include:

Full ceramic tile bathroom, tile kitchen drainboard and backsplash, drop vestibule of quarry tile, painted basement walls



(round pipes recessed between floor joists for the oil-fired, forced-air heating system allow 575 sq. ft. of clear space for a future recreation room), wardrobe closets with sliding doors, enclosed storage room for preserves in the basement.

Rose also provides storm sash and screen, believes they are one of the home owners' biggest boosts: "In our climate storm sash is an absolute necessity. If a home owner had to buy it later, it would strain his financial resources to the limit, and he'd have to pay a higher interest rate if he bought them on short-term credit. We give him a garbage-disposal unit, too, at half of what it would cost him later."

The Roses think space is the most important of all sales features, reject plans that do not include at least 100 sq. ft. for the smallest bedroom. They are responsible for introducing the trend to the three-bedroom, one-floor plan locally where the two-bedroom, story-and-a-half house was usual.

The builders rely on newspaper advertising to promote their houses, plan to embark soon on an outdoor advertising campaign.

They are now spending \$25,000 yearly for architect services (Beneicke & Lorenz).

## In Oklahoma City: a bargain in brick

**Builder N. D. Woods lowers his costs by completing houses in four to six weeks, is able to make fast sales through VA mortgages he gets by borrowing construction money at 5%**

This Oklahoma City best seller demonstrates one good way to sell faster: complete your houses sooner. Because Woods takes little more than a month to finish each house, he can keep his prices down. "That way we can offer more house for the money," he says. "We plan everything so a man doesn't have to think in the field. If he has to stop to think, we lose money." Faster completions also allow Builder Woods to keep construction financing cheap.

He has used a basic plan in several price brackets ranging from \$8,000 (down payment: loan cost of \$225) to \$14,500. The repetition of familiar details allows workmen to do things automatically. More than half of the 75 houses Woods sold since the first of the year were priced at \$10,500 (see photo). Without garage this house is 918 sq. ft., goes on a lot 55' x 125' worth \$1,750. Woods adds loan cost to the 5% down payment, could make the \$750 down payment even lower by lumping loan costs with the required 5%.

**Up-to-date construction.** Woods is able to keep his costs way down and sell the brick veneer houses by:

▶ Using roof trusses where dimensions are favorable (hip roof type shown here is used to add variety to his projects).

▶ Adopting the open-room technique for interior construction (one big area under the roof uncluttered by a forest of studs) whenever he uses roof trusses. He tried putting oak flooring down before partitions were erected, found the wear and tear on the floor did not make it worth-while to put floors down until he had completed partitioning.

▶ Eliminating jimcracks. "They just add expense and trouble in this climate; they warp or loosen up because of great temperature changes and gusty winds."

▶ Tight scheduling. Woods has a super on each job who works smoothly with a team of subcontractors who have worked with Woods for years.

▶ Close purchasing, made possible by volume buying.

▶ A cutting schedule. One man does all the cutting for each house.

▶ Constant search for new ways to cut costs. Example: Woods shifted from oak flooring on screeds set in hot pitch, to mastic application, directly to slab floor, saved 5% per ft. on floors.

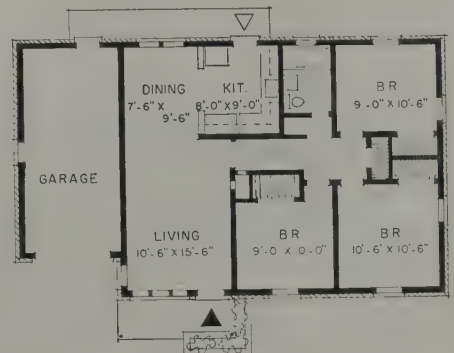
**The selling job.** "Woods sells well," says a fellow builder, "because he puts good design in low-priced houses." For his model house Woods hired an interior decorator who used cool receding colors to blend one room into another. This made the rooms look bigger. He uses expensive wallpaper on one wall of almost every room of the house, is sold on making the display house as attractive as possible.

He is so convinced of the demand for the \$10,500 model that he is planning several future projects with it, the next with 98 houses. Woods is now building in three sub-

divisions, one of which is Midwest City, bailiwick of big-builder "Bill" Atkinson who has not been building very actively in the last few months.

**Trends of the time.** Woods finds Oklahoma buyers insist on open planning of dining and living areas, three bedrooms, an attractive bathroom, hardwood floors. Slab floors are beginning to catch on although there was some resistance at first. The marble-chip built-up roof (first used by Woods in the area) is rapidly growing in popularity. Emphasis is definitely on a one-floor, ranch-type plan. Woods, who used Architect Ned Cole on higher-priced houses, leans toward contemporary design in all his houses: his windows are being replaced by window walls, his plans show a definite trend toward openness.

*Houses are built in three different subdivisions with price range to suit each. Lower-priced houses have space heaters, frame construction, no garages. This brick model has central, forced-air heating system, is most popular and is fastest seller.*





## Air conditioning sells in Atlanta

**Etheridge & Vanneman find they can sell 1,500 sq. ft. of living space for \$16,790**

**by offering a host of advantages in a story-and-a-half house**

There are seven reasons why these houses are far and away the fastest sellers in Atlanta:

**1.** They are in the first complete merchant-built development to offer air conditioning.

Unit is a new combination heating and air-conditioning system. "It's wrong not to sell a complete package," says Builder Don K. Vanneman. "Atlanta needs air conditioning. We will sell all future houses with it."

**2.** Plans were a product of architect-builder collaboration.

"Our architect, Henry D. Norris (AIA), gives us the esthetics—our 9" in 12" roof looks more like a 5" in 9" because of the wide, heavy overhangs—and we supply the practical considerations.

"We are not wedded to the story-and-a-half house," says Vanneman, "but we find that we can offer more house for the money that way, which is important in this time of rising costs."

**3.** Houses provide 1,500 sq. ft. of living space in a modest perimeter.

"That gives us a chance to offer more area than we could before for \$2,000 to \$3,000 more on a one-floor plan." No comparable house sells in the \$16,790 range.

**4.** Builders take advantage of construction economies that make lower cost possible.

Vanneman, who was on Long Island when Levitt first started building years ago, learned many cost-cutting techniques then. Etheridge & Vanneman have built prefabricated and precut houses in the past, hit upon precutting as the biggest cost saver in building these houses. They precut every bit of framing lumber, assemble walls while they are lying flat.

**5.** Houses are site planned.

Architect and builders set each house on its lot to take maximum advantage of the terrain and view in a one-price subdivision. Lots vary from 75' x 200' to 150' x 400'. Buyers of smaller-plot houses get as much for their money in view or site advantage as buyers of bigger-plot houses. Even corner lots are the same price.

**6.** The builders saved trees.

This meant added expense but paid off in faster sales (20 the first day).

**7.** The builders did a crackerjack job of merchandising the houses.

A top-notch local broker asked for and got permission to have his entire sales force tour the Ridgewood Heights tract to study these professional techniques:

▶ A furnished model (cleverly connected to an unfurnished one with guide ropes and a boardwalk) done by Davison of Dixie in Raymond Loewy's Spectrum Group.

▶ An unfurnished model with appliances price tagged. Vanneman says: "We didn't want to get the Home Show effect with people coming in just to gape at all the new gadgets so we put weekly, monthly or total charges on appliances in an otherwise bare house."

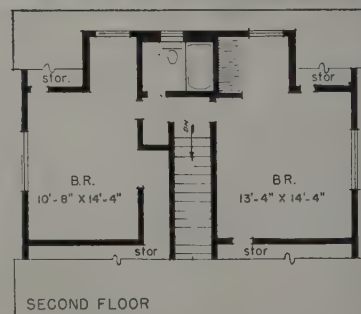
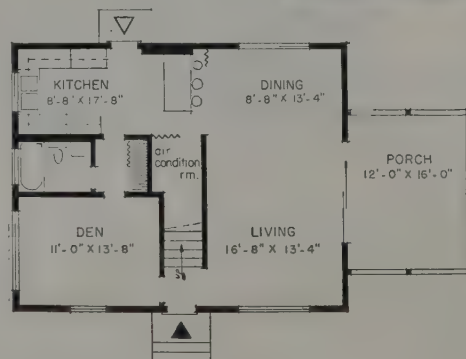
▶ An expensive sales brochure—cost: \$2,500 for 10,000 copies. "It was so attractive we noticed no one threw it away," says Vanneman. "With 4,000 to 5,000 people going through the model on week ends, you can't do much selling. We made sure they had something to take home and remember, a good reason to come back and buy."

▶ A scale model of the entire tract. "This was one of our greatest selling aids," says Vanneman. "People want to see how their house and lot will look like when complete. That's important when you are selling from models and other lots are in a rough state."

**Slipping up to contemporary.** Etheridge & Vanneman were primarily in the mortgage business before 1946 (still handle their own mortgages), decided to plan and speculate on what the public needs and wants before they built. Each year they have added more modern features to their houses within economy limits.

When they decided the public would no longer buy a house with unfinished space, they completed their attic floor, added an extra bath. They switched to granite instead of concrete block for foundations, used brick instead of shingle for exterior walls because they believed it had more buyer appeal. Porches are more popular than carports or garages in Atlanta, so the house has a 12' x 16' porch. Several houses have garages in the basement. Extra attraction at no extra cost: a dishwasher.

*Folding doors can be used to partition kitchen-dining area from living-dining room. Closet doors are ventilated, fold for easy access. Second floor has good-sized dressing room off master bedroom. Buyers like large amounts of storage in bedrooms and in downstairs bath.*



# In Westchester: wide choice makes fast sales

**Builders of Huntley Estates in New York's wealthy Westchester County**

**find variety and luxury prices add speed to sales**

In this development the builders have a simple sales formula that puts their \$17,000 to \$22,000 houses at the top of the county's best-seller lists. They offer buyers more different designs than any other builder in Greater New York. While Long Island, New Jersey and Westchester are filled with firms that build only one or two different models, Huntley's builders have seven distinctly different houses and three variations.

In their newspaper ads they emphasize the wide choice, find that it not only attracts first lookers, but buyers as well. Since last fall, when the current project of 412 houses was begun, some 150 buyers have signed up—quite a record for this price.

**Variety is the pay-off.** Buyers have a choice of two-story colonial, Cape Cod with expansion attic, split level or several one-story designs with different facades and floor plans. There is a wide choice of extras: double garages, two baths, fireplaces, different basement treatments. In this price class the wide variety pays off. So do extras. The most expensive models with the most extras sell fastest.

A few years ago when the builders first moved from Long Island to Westchester, they put a \$12,000 house on the market, couldn't sell it at all. "We learned our lesson," says one company official. "In Westchester, they don't want cheap houses."

For their Huntley project the builders brought out two new designs that were not offered in a nearby project they did last year. The two latest have jumped into top place, together account for over two-thirds of all sales.

**Split is most popular.** The Bedford split-level model made some 60 of the first 150 sales, proves a clear-cut case of split-level popularity. Here is what buyers particularly liked in it:

- ▶ Privacy of "upstairs" bedrooms that seem to be separated from the rest of the house, are high enough to keep people from looking in the windows.
- ▶ Easy circulation because the central entrance area can radiate to all three levels, gives purchasers a feature they like in the "central hall colonial."



*Big selling point of split-level above is large kitchen with big dining space. Garage and small basement under house are well liked because "they are just a few steps down."*

*De luxe model has basement under full house or two-car garage. Ranch house, below, second most popular, is larger and has better plan than last year's ranch.*



- ▶ Spacious-appearing living room that seems even bigger because of the dining L and windows at both ends of the area.
- ▶ Large kitchen with dining space.
- ▶ Two big bedrooms and one smaller one.
- ▶ Garage under the house. There is also a small basement area which is finished in de luxe models. At additional cost, buyers can have more basement space by having the area under the living room excavated.
- ▶ Basement area only a few steps down.

**Ranch style is next.** Next most popular model was the Hartsdale offered in two versions. The de luxe model with two baths, fireplace, bigger bedrooms (price \$20,020) outsold the standard model, selling for \$2,600 less, 3 to 2. Total number sold: 50.

**What the buyers want.** Separate dining rooms or a large L which gives the effect of a separate room are in all the most popular Huntley sellers. In this price bracket and in this area families want to show their friends they have moved up the financial ladder, they no longer need to eat in the living room.

**Buyer poll.** The expandable-attic house (cheapest of all) sold 10 of the first 150. The two-story colonial sold 7. A one-floor plan with three distinctly different front elevations sold a total of 20. A modern version with huge corner window sold 3.

The builders find variety and extras their best salesmen. Though they did not put kitchen equipment and washers in their last year's project, they do now because buyers want them. A complete kitchen, that costs a buyer \$630, retails for \$900.



## better wiring and better lighting

The honeymoon is over between builder and customer the moment the latter discovers he is short of electrical circuits. Home-buyer Jack Doscher (see opposite) blew fuses every time he used his basement power tools. Not until four circuits were added in his \$17,500 house could he have the lighting and outlets he needed.

Many builders seem to close their eyes to the growing assortment of electrical equipment families have today. Some 53 pieces of equipment are available and people buy them as fast as they can. A house that is not adequately wired cannot be called a good house.

"I suggest at least one 220 v circuit, which can serve the washer, drier and stove," said Claire Grove at the Round Table. "If the house has a basement, there should be a second 220 line there." Said George Kobick, "You should bring in circuits to take care of the growing needs, such as TV and air conditioning."

### A wiring check list for new houses

**Entrance lines** should consist of a three-wire supply, as the old two-wire service is as obsolete as candlelight. Service wire for houses under 1,000 sq. ft. require No. 4 type R service wires. Up to 1,500 sq. ft. should have either No. 4 RH or No. 2 R wires; up to 4,000 sq. ft. No. 2 R. Minimum main switch size should be 60 amp. and houses over 1,000 sq. ft. should have a 100 amp. rated switch. If circuit breakers are used, 70 amp. ratings are minimum.

**Branch circuits:** for lights and regular outlets at least one circuit for each 500 sq. ft. of floor area is needed. Two separate No. 12 wire branches are needed exclusively for kitchen and laundry. Additional branches are needed for basements and for houses over 1,500 sq. ft. Without enough branch feeders, wires overheat, current is wasted or fuses blow out.

**Convenience outlets:** enough are needed to permit efficient use of lamps, radios and a wide variety of other equipment. In living rooms, bedrooms, etc., outlets should not be more than 12' apart so standard 6' cord appliances can be freely spotted.

There is so much inadequate wiring that when a builder does a good job he can merchandise it to the hilt. In South Bend, Place & Co. advertised: "You will find outlets for 42 lamps and/or appliances in our \$11,500 houses." It was one of the firm's biggest pulling ads. In Fairfield, Conn. Builder Edward Stoll featured "twice as many outlets" and remote-control wiring in his \$16,000 houses. These features helped to draw big crowds. Builders using circuit breakers (at no extra cost) instead of fused switches have found them popular with buyers.

Adequate wiring is not a costly luxury. Electrical contractors say that for an extra \$100 to \$150 per house they can do a very much better job in an average 1,000 sq. ft. house. In a larger house, adequate wiring costs about 1% of the total cost.

Local utility companies offer free wiring advice and even complete electrical plans to builders. Another source of information: National Adequate Wiring Bureau, 155 E. 44th St., New York 17.



**Adequate wiring** is featured with special signs by many builders across the country. Public is especially conscious of good wiring, builders say response has been "terrific."



**Electric plug strips**, in kitchen or elsewhere, are dramatic evidence of adequate wiring.



**Good lighting** has tremendous appeal at night, attracts many prospects after work hours. St. Louis Builder Bert Duenke says night-lighting this house helped sell 10% of his new project.

## Planned lighting will boost home value

Here is custom lighting at bargain prices that every builder can afford. Nationally known for their crack lighting designs, Engineer Richard Kelly and Lighting Consultant Myrtle Fahsbender set out to demonstrate good lighting in a typical builder's house. They replaced humdrum lighting with lights that literally sparkle with ideas for builders and architects. They used no frills or fancy effects, just simple, sensible illumination that will make any house more livable.

**Test house.** A one-story, \$17,650 house was the guinea pig. It was built last year, part of a project 25 miles north of New York City. When Owner Jack Doscher moved in he got standard lighting no better or worse than that found in thousands of similar houses all over the US.

Troubles followed. When Doscher set up power tools in the basement, fuses blew. At night he had to grope his way up three unseen steps to enter through the back door; there was no rear light. Mrs. Doscher's biggest complaint was the kitchen: "Wherever I stood I worked in my own shadow." All told, only 12 lighting fixtures were installed for 1,160 sq. ft. of living area, plus basement and garage.

When Kelly and Fahsbender arrived on this shadowy scene their chief idea was simply to provide essential lighting for livability. Their design called for a total of 21 lighting fixtures. In addition, however, the owners wanted two extras—noted below in living- and dining-room photos—that would be considered optional in builders' houses. To handle the increased electrical load the house was wired

with four more circuits, two for new lights, one for appliances and one for the workshop.

**Cost comparison.** Based on a 200-house order when the house was built, total electrical cost was \$289. According to the builders this included lighting fixtures worth \$50 at *list price*. This original contract covered installation of lights, switches and wall outlets adding up to 44 outlets in all.

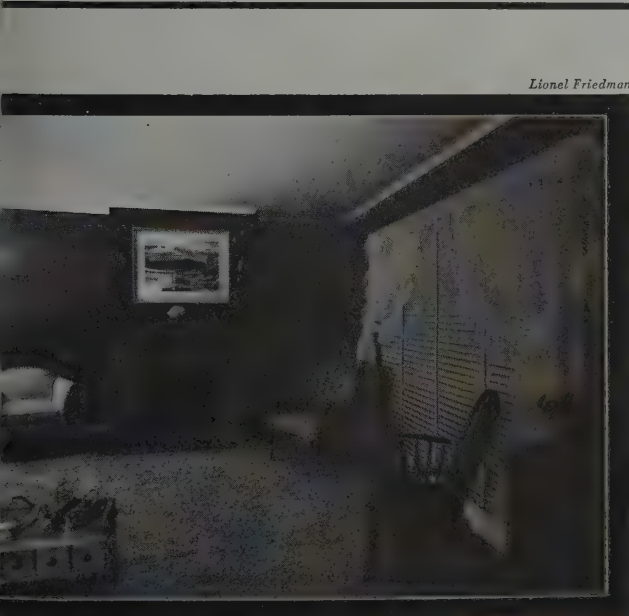
The added cost for *new wires* and lights came to less than 1% of house price. The electrical contractor, George McKee Jr., says that if installed when the house was built the extra wiring would have cost \$100. (Local prices run \$5 an outlet.) The list price for the additional nine lighting fixtures is \$120, but every builder knows the sharp discounts he gets on lighting fixtures.

Will the extra cost for planned lighting pay off for builders? "Absolutely," says Jack Doscher. "If this lighting had been shown in the model we would have jumped at the chance to buy it, even as an extra." Neighbors have thronged to see the new lighting. What they see is evident in the striking before-and-after pictures below and on the next two pages.

This example of good lighting was sponsored by the New York Residence Forum of the Illuminating Engineering Society. Experts Kelly and Fahsbender generously gave their services free.

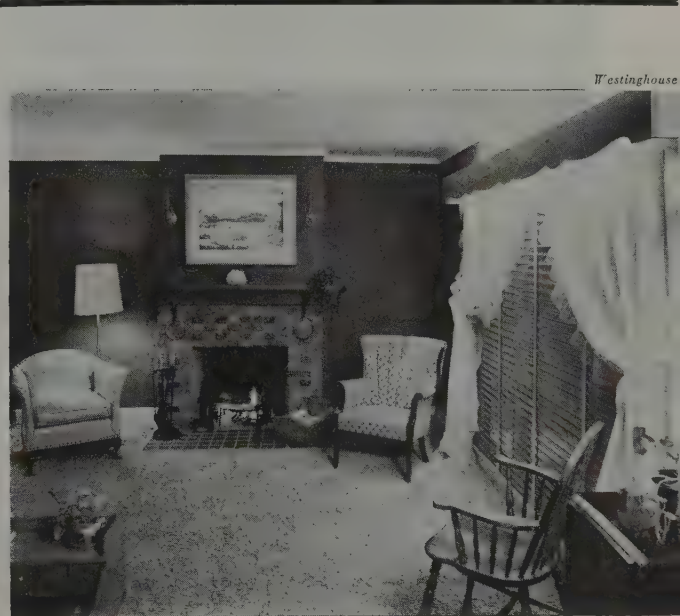
Lighting fixtures for this demonstration: Entrance spotlights—Swivelier; valances and kitchen—Wiremold; ceiling pinhole spotlight—Kliegl; night light—McPhilben; closet lights—Slater; dining-room pull-down—Lightolier; back-door light—Rab; ballast and fluorescent lamps—Westinghouse.

### BEFORE



*Living room had only two double outlets for lamps, radio, etc., was unlit when owner moved in. Though bright ceiling fixture in dining room (to left) was supposed to light living room, too, it was never used. Reason: people sitting in chairs shown would have been blinded. Looking carefully you can see a fireplace in the shadows.*

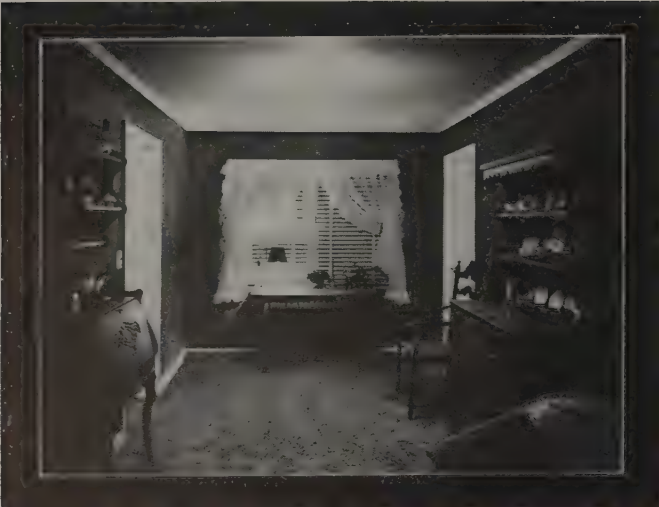
### AFTER



*Planned lighting kills harsh shadows, gives soft, diffused illumination. Valance light over window and lamp were added for essential lighting. Pinpoint light in ceiling, a \$44 extra installed at owner's request, is aimed at painting which is focal point of room. Note fireplace now.*



## BEFORE



**Dining-room** table lamp usurps valuable space needed for dining or working. Despite lamp and bright overhead light people still ate in their own shadows. Because overhead light blinded living-room occupants, it was usually left off and dining room was a sea of shadows.



**Ceiling fixture** was only light in kitchen—housewife's biggest complaint. Wherever she moved to work she could not shake her persistent shadow. Note perfect silhouette over sink. Owners said, "We got an allowance for wallpaper, why not for lights, too, especially in the kitchen?"

## AFTER

Photos: (below and top, bottom far right) Westinghouse; (others) Lionel



**Window valance** diffuses indirect light through room, the parasitic table lamp is gone. Hung from ceiling, pull-down lamp is dramatic extra that builders can display effectively in their models. It slides up or down or back to ceiling, e.g., when table is moved to center of room for guests.

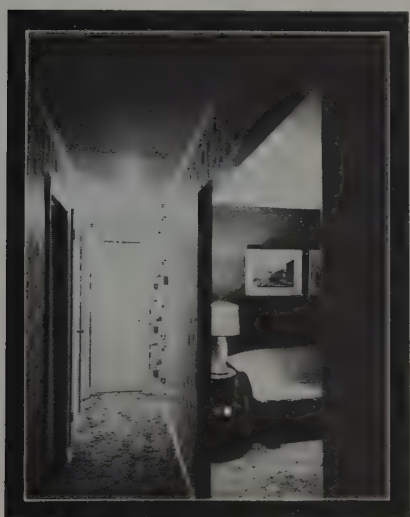


**Kitchen**, most important room to housewife, is now bathed in soft light, shadows killed. Standard, inexpensive fluorescent tubes were concealed below existing valances over window and under wall cabinets. Light floods work areas, yet eyes are effectively shielded from direct beams.

# BEFORE



*Utility table occupies the only spare space in kitchen but was practically useless at night. Children doing lessons, or writer-husband would look into their own shadows.*



*Hall gave dark reception to family and guests. On hot nights when doors are open, rear hall light glared into bedrooms where children sleep.*



*Single overhead bulb blinded persons looking into mirror. Shaving or grooming was difficult because "terrific" shadows predominated on underside of face and on neck.*

# AFTER



*Valance light over table is placed so users do not look directly into light. Valance is topped with glass so light also travels upward to illuminate this corner of room.*



*Down light in ceiling sheds pool of welcoming light in front hall. At end of hall baseboard night light does not throw bright rays into bedrooms; it can be left on all night.*



*For economy, one 24" fluorescent fixture was used. It spreads light evenly, reduces glare. Though more costly, two vertical bulbs bracketing mirror would be ideal.*



# Garages and carports give more storage and more livability

**A builder who still believes a garage or carport**

**is only a place for an automobile is losing customers and money**



## Excerpts from the Round Table

**ANSHEN:** We used to build one-third carports and two-thirds garages. Now we are doing all garages. We are adding 12' at the back of the garage for additional storage and to gain a space 12' deep by 18' wide arranged so that the owner, if he wants to, can put in a wall and add an all-purpose room or whatever he likes.

**GERHOLZ:** Most people make very poor use of garage or carport storage. We have a deal with Good Will Industries to build us storage panels for rakes, hose, shovels and garden tools. You would be amazed how many things you can store in how little space with good organization.

**PRENTICE:** I drove around Miami with Tom Coogan recently and he certainly had a low opinion of carports compared with garages. There was nothing that did as much to impair the looks of the developments as the use people were making of their carports.

**HAEGER:** The problem of the mess in carports is due to the fact there is no storage in the house. It is not the fault of the carport.

**SATTERLEE:** A properly planned carport is a logical place for outdoor storage. It acts almost as a multipurpose room. It can be an outdoor work area and can even be screened in. It can afford cover to the front entrance, and we have found that it works perfectly well pricewise—including the carport as part of the house. We learned, too, in two developments, that a carport gave us a good deal more variation on the site.

**GOODMAN:** I feel you get a broader base of purchase if you give people more space for a certain amount of money and then make it possible for them to add increments such as garages or storage units.

**ANSHEN:** Extra space in a garage costs only about \$2 a sq. ft. in our area.



**Any house** will look much wider if the roof line is carried over porch, carport and storage wall as Architect Alfred Parker did here. Big "carporch" can be screened cheaply to become outdoor living room.

An up-to-date carport or garage has as many disguises as a vaudeville performer.

Even a new word has been invented to describe one of its functions: *carporch*. Carport or garage can become a family room, hobby shop, kids' play area, teen-age dance floor, a storage area, a house "stretcher," the far end of a breezeway, or a buffer between front door and service area. A few of these multipurposes are shown in the photographs on these pages.

Greatest need of most families, according to numerous surveys, is more space and more storage. A well-designed carport or garage answers both needs. In HHFA's family follow-up study, ("Why People Buy the Houses They Do" in *Housing Research*) it is highly significant that people without either a garage or basement were least satisfied with their storage space. A large garage or carport, with proper built-in storage facilities, is one solution to the "basement equivalent" (see p. 120) which families who live in slab houses are bound to need.

That a carport or garage can give a house the long, low look so popular today is clearly shown here. Even a small house, or a house with its narrow end to the street, can be made to look much wider than it is. Builders who use an enclosed breezeway not only make their houses seem wider but also provide a highly usable porch or multipurpose room. There is also another use for garage or carport: in a pinch it is a good place to keep an automobile.



**Architect Ed Fickett** uses garages to make Ray Hommes' L. A. houses look larger and give variety to street pattern. Houses have 8 different garage locations, each contributing to over-all design.



**Another version** of the carporch by Architects Cocke, Bowman & York shows how a house can be extended to appear wider than it is. At far left is a highly usable storage wall.

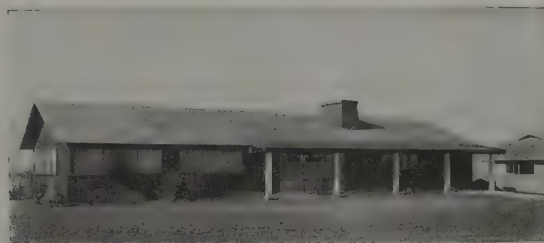


**Enclosed breezeway** of the Detroit Builders Show model house, with enclosed garage at right. Windows, attractive floor, rear door to garden, auxiliary electric heat make this a usable room, year round.



**Builder Martin Bartling** of Knoxville really thought up a sales gimmick with this screened porch-garage, with swinging door, which later could be glassed in. In top photo garage is at left end.

Photos: Maynard L. Parker;  
Ulric Meisel; Paul T. Fogarty, Jr.;  
A. Y. Owen



**Bill Atkinson** made history in Midwest City when he unveiled his new house, above, with an oversize garage which is good for almost any use to which a family wants to put it. Here is a terrific merchandising idea that any builder can use to dramatize ways families can turn a garage into a multipurpose area. Large photo shows it as hobby shop, playroom, dance floor, storage area.



# The convertible porch expands the small house,

makes amends for the disappearance of attic and basement



## Excerpts from the Round Table

**MAY:** The best reason for using front fences is that they can make a small house look very much larger—they can make a house seem as wide as the whole lot. We can site houses with the short side to the street and sell them as fast as the others by using fences. If you put the fence in front of the house and lap it over the next man's property, and paint it the same color as the house, the house looks as big as the biggest house on the street.

**GOODMAN:** Fences should be a function of land use and privacy.

**YORK:** Speaking of privacy, there was one successful builder on Long Island who sold houses at \$16,000 to \$18,000 which had rear living rooms, but I think his success was a matter of sales price. He had a bargain. In other cases we have not been able to get builders to accept rear living rooms. Too many GIs who move into new houses have just enough money to fill the oil tank the first time. They might like rear living but they can't afford to landscape their property.

**MAY:** With proper site planning and fences they would not have to look at the neighbor's laundry.

**ANSHEN:** Our families who have had rear living and at the same time have had privacy won't go back to front living rooms. But we use fences to give them privacy.

**GOODMAN:** Today houses are so small that people have to use the land for living. When they had big houses, they lived inside their houses. Now people have learned to live outside their houses. But they want privacy.

**ANSHEN:** The reason for that simile "as ugly as a board fence" is that in the old days fences were not designed in relation to anything. They were just around the property. Today a fence hides service areas, gives privacy to outdoor living space and to bedrooms.

**MAY:** The wall of a house is actually a fence and the wall can be continued out as part of a fence. It should be well designed.

Photo, Maynard Parker



**Blueprints** by Landscape Architect Douglas Baylis for patio of Cliff May house was given buyers, most of whom went ahead and built it.

The porch can yield the extra room most families need desperately so that parents are not driven to their bedrooms or the movies every time their children entertain friends. It is less expensive than an expansion attic or finished basement, pleasanter and it 1) makes the house larger, 2) makes it *look* larger, 3) can be enclosed for year-round use inexpensively 4) adds shaded space to the outdoor terrace.

The plan of the porch should not be haphazard.

► It should be approximately living-room size, but not so large it is a bother to clean—porches are notorious dirt catchers. Good dimensions to allow for comfortable furnishing and easy circulation: 10' -12' x 15' -20'.

► The floor should be level with the house floor. Even one small step complicates the use of the porch.

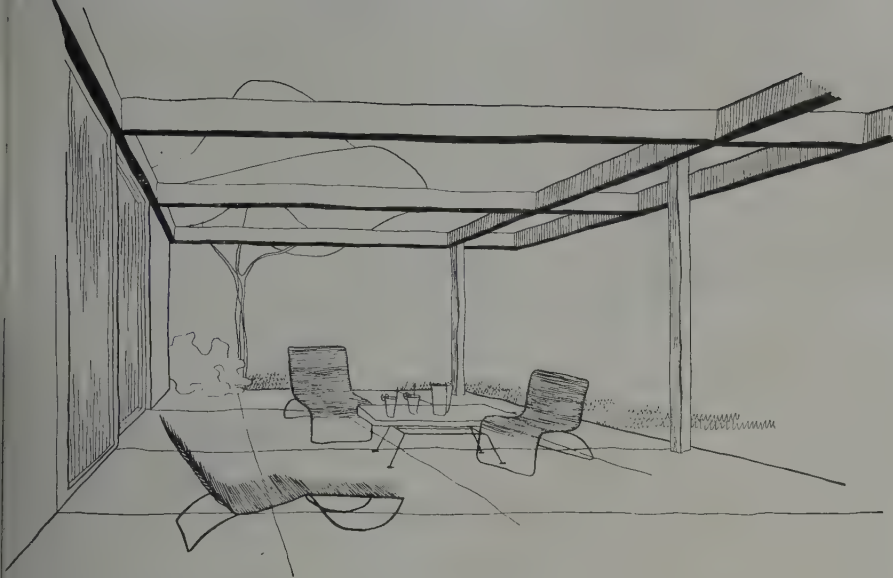
► The roof should overhang to keep out rain.

► Avoid due western exposure where the late afternoon sun will beat in and generate heat. Try to catch prevailing breezes and the most pleasant view of the lot. Keep the porch as close as possible to the most-used living areas, indoors and out.

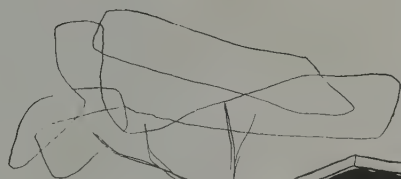
► Everything about a porch should be readily washable, resistant to dirt tracked from the yard. Avoid rough-textured materials. Recommended: colored concrete (cheap and effective), tile, slate, brick, cast concrete.

To enclose the porch, removable full-length storm sash is practical; awning-type windows offer excellent ventilation.

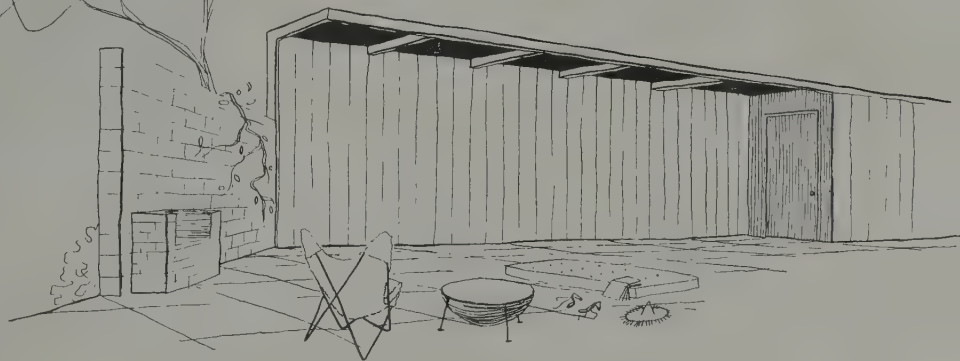
Supplemental heat, or provision for it, will give the porch a four-season potential. Radiant electric panels permit quick heating of the area as wanted and obviate the need for maintaining heat between times.



**Expansion-porch framing** could be included by the builder at little extra cost. Owner could then use it as trellis or add roof and side walls at his own expense and at his leisure. Such a space, roofed and screened, would make a cool outdoor room during hot weather. With glass sash and auxiliary heating it could be used in winter.

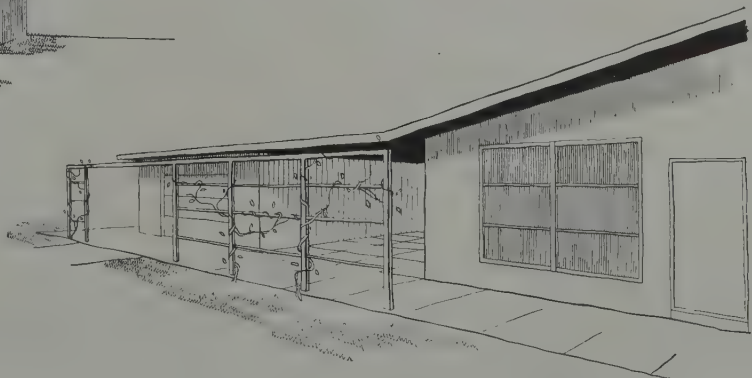


**Sun-pocket porch** is screened against wind, but is open to the warmth of the sun. Fence, if painted white or a light color, would reflect sun into the enclosed area. Barbecue adds to the warmth and utility of area at left in the drawing.



**Carp porch** with fenced side yard for privacy can be entirely shut off if split bamboo blind is hung in the wide opening.

**Breezeway** between detached (cheaper) garage, below, and house, has post-and-pipe screen to be used as trellis. Sheltering roof adds to livability.







*Well-designed fences can lend variety and interest—as well as privacy—to a streetscape of identical houses. They make small houses look larger.*

## Fences stretch the house to include private, outdoor living areas

Well-designed fences can work two ways. They can add to the usefulness of the land and they can add to the looks and the livability of the house.

### Utility

Placed right, fences can furnish a pleasant outlook through wide windows instead of a grandstand view of neighbors' laundry on the line. They can also screen the owner's own drying yard, restrain his children and pets and keep a project looking tidy at all times.

More comfortable outdoor living, with a measure of climate control, is a dividend of fences. They are better (and cheaper) wind-breaks than planting and can create sun pockets in early spring and late autumn. Fences can give owners special outdoor areas for entertaining, barbecues, car parking; can insure orderly traffic arrangements by leading to front and back doors.

### Looks

Think of the fence as a wall of your house, designed to harmonize with it and extend it, and—at \$1 a running foot—a 5' fence can:

1. Make a small house look as big as its lot;
2. Relieve the monotony of a row of identical houses;
3. Add a rambling, expensive look to even a boxy, inexpensive house;
4. Permit the builder to turn the short end of the house toward the street without having the house look tiny;
5. Underline good design features of the house and screen less fortunate ones.

Good fences don't just happen; they have to be designed. To get value from fences, don't just run them along property lines. Make them a continuation of the house, even connected to the house.

A "thin" rickety fence defeats its own purpose. It should know where it's going and look as though it did. If it has openings, they should be strongly framed. Since it is related to the house, it should have color, texture and pattern compatible with the house.

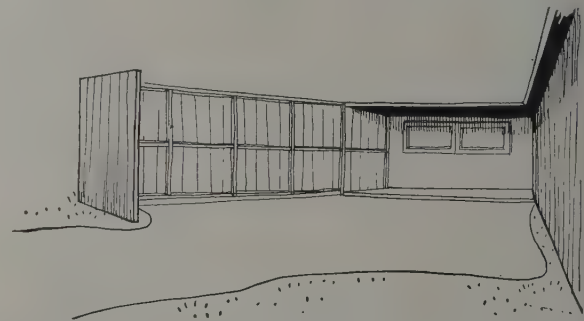
Height is important. A high fence is usually better than a low one, for practical as well as visual reasons. It is always better to have 4' than 3'; 6' is often better than 5'.

To be sure that your project will continue to look handsome and prosperous through the years, pick materials and construction that are easy to maintain. A picket fence is maddening to paint. Simple, flat surfaces are simpler to refinish. Stain or creosote finishes last for years. Also excellent: fagot or aspen fencing, translucent plastic sheeting, corrugated asbestos-cement panels, stone, brick, concrete, hollow clay tile, cinder block, plywood, tempered hardboard—plain or perforated, galvanized steel sheeting.

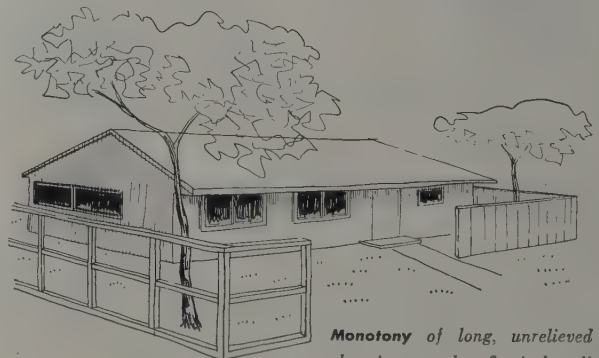
*Photo by Maynard Parker*



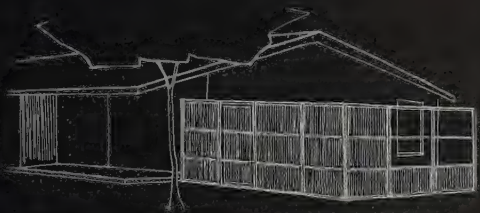
*Fences frame living patios in Cliff May's houses for Stern & Price. Note how they have been designed to blend smoothly with the exterior house walls.*



*Car stand for visiting autos is no eyesore if enclosed by a tidy fence, could double as a sheltered play space for children.*



*Monotony of long, unrelieved house elevations can be effectively relieved by the use of variegated fences.*

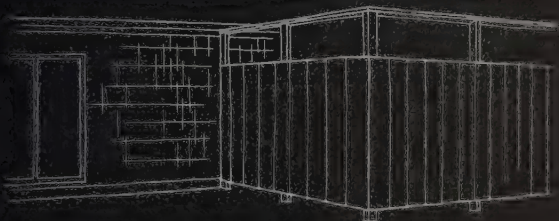
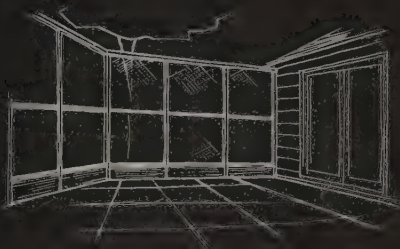


Wooden grill, painted white, has lagot fence backing, is left open where desired

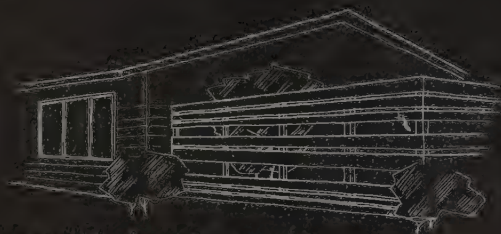


Stack snow fencing can be hung vertically in a 2x4 frame

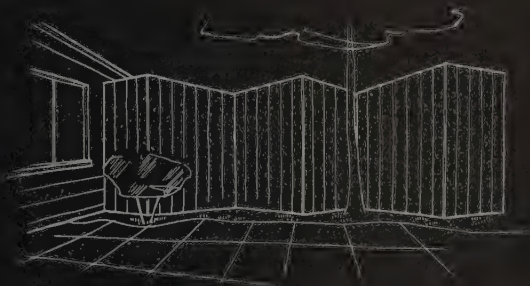
Plants cast green shadows through plastic-coated netting which costs 10-12¢ a sq. ft.



Open-and-closed fence has good height, is less heavy than solid fence



Random width boards suggest interesting horizontal patterns

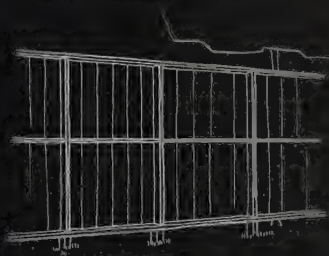


Weaving 1x8's around posts allows ventilation

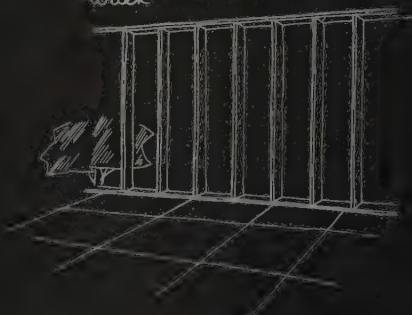


1x8's nailed alternately to opposite sides of 2x4 posts

Stiff serpentine wood wall of random-width prefabricated panels, 4'-8' high, can be arranged to fit around obstacles, is cheap



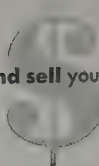
Fence of 2x4's is architectural, good for terrace edge or along walk



Lowered arrangement can capitalize on prevailing breeze

Tidy and durable, redwood or exterior panels nailed to wood frame





# What can a builder learn from his customers?

**He can save himself serious mistakes,  
thousands of dollars  
and discover new sales trends ahead of his competition—  
all by asking his buyers  
a few well-directed questions**



*Many builders feel sure they know what people want in a house, but a thorough questioning of customers will often turn up some surprises. So smart builders are "knocking on doors" these days, asking questions and tabulating answers. They are finding out what is most popular in their houses and what features are failures and sales liabilities.*

**Whom to survey** Two markets can be explored: 1) People who have bought your past houses, and 2) prospective buyers. From the first group will come facts on what they have liked or disliked in their present houses and what they wish they could have in a future home. From the second will come clues as to what they desire—and can pay for—and the order of importance of these desires. A strong sales campaign can be based on the features people want most strongly.

**How to survey** To get professional results, any questionnaire must be:

- Exploratory:* Seek facts you don't already know, rather than evidence to back up your convictions.
- Specific:* Use multiple-choice questions that will pinpoint what the person is trying to say.
- Concise:* Don't try to get too much information at one time. Several short surveys will be more valuable than one that is too long for people to answer or you to evaluate.
- Nontechnical:* Use the customer's words, not your own. Never assume that the language of your business is his vocabulary.
- Logical:* A good reason should be given why the respondent should bother to answer.
- Easy to answer:* Stamped, self-addressed envelopes are a "must" for a mail questioning.
- A final rule:* Any information gathered is valuable only if you put it to work. Don't ignore stated preferences because they run counter to what you are sure people like or dislike.

## In the West, a builder queries his, and his competition's buyers

**BUILDER:** Joseph L. Eichler, Palo Alto, Calif.  
**METHOD:** Professional research firm did personal interviews.

**SAMPLING:** 135 Eichler buyers, 66 buyers of competing houses.

**Fact:** Eichler buyers first heard of the houses through  
*Newspapers* 36% (down 7% from 1951)  
*Friend or relative* 30% (up 6% from 1951)  
*Tract signs* 19% (up 7% from 1951)  
*Magazine articles* 11% (up 9% from 1951)

**Action:** The unexpectedly large group attracted by signs will cause Eichler to pay more attention to them. Greater thought and care will be given to the appearance, wording and location of these "outdoor salesmen." When nearly one-fifth of your customers come from one source, it indicates this is a valuable piece of selling equipment.

**Fact:** Of the people who bought his houses, 79% gave contemporary design as the single most important factor, after cost, in their decision.

**Action:** This confirmed the builder's belief that design was an important factor in sales and he will continue to build contemporary houses. Eichler says: "We feel that our houses have been gaining more and more acceptance. This creates a problem: what to do with the houses that many of our prospective buyers have to sell."

**Fact:** Two baths were termed either "essential" or "convenient" by 86% of the families interviewed.

**Action:** "All our future houses will have at least two bathrooms," says Eichler. "We have two-bathroom houses right now in San Jose on \$2,500 lots, for \$13,600 on which we have \$11,100 FHA commitments."

**Fact:** Two-thirds of his customers said they would have paid up to \$2,000 more for a second bath, cork floors, sliding glass doors and other extras.

**Action:** The firm is now studying the possibility of a de luxe model to tap this more demanding market. The value of a survey is demonstrated here by its unearthing of a trend that is just beginning to be apparent throughout the country: growing incomes, accumulated equities in their present houses, and larger families have put many American families on the market for more luxurious housing. Many production builders are operating in a price and quality range today formerly reserved for the custom builder.

**Fact:** One family out of five felt it had insufficient storage space.

**Action:** One of the principal design changes will be the addition of storage space, either through a garage instead of Eichler's usual carport, or an all-purpose room.

The personal interviews also revealed mild dissatisfaction with several other details. Specifically the builder learned what proportion of families would have preferred alternate materials or other changes and whether the comments were mild or strong. Consequently if the builder decides he wants to make changes, he knows where he can probably build good will with his future buyers.



## In the Midwest, a builder questions his past customers

**BUILDER:** Place & Co., South Bend, Ind.

**METHOD:** Three-page mimeographed questionnaire, using multiple-choice questions, was sent to previous buyers with an explanatory letter from the builder.

**SAMPLING:** Place's higher-priced—\$16,000 up—subdivision was polled, with 375 families well queried. The completed questionnaire was returned by 30%, an adequate return for determining preferences.

**Fact:** Of the 112 families replying, about 99% said they received more for their dollar from Place & Co. than they would have from anyone else. After this gratifying opening, they settled down to give the builder the suggestions he wanted to hear. In almost every case the buyers desired more storage space. As Place builds on slabs, storage is a critical problem.

**Action:** Since 72% of families said they were happy with their slab houses, Place will make no move to switch to basements for extra storage. Instead he will continue the design changes already being put in his new houses, i.e. larger kitchens (see p. 136) are adjacent to a large laundry and utility room that can become a family room if an owner wishes. Place had already begun using storage walls and his survey results will keep him doing so. Place is one of the first builders who saw the need for "the basement equivalent" mentioned by Round Table members (p. 120).

**Fact:** A front living room was preferred by 66% of the families.

**Action:** The firm will continue to put at least two-thirds of its living rooms in front. This bears out an experiment last fall and

winter in which 20 experimental houses were built (see sketch, p. 174) and the front-living-room houses sold fastest. But salesmen are aware that the rear living rooms looked out on the unlandscaped back yards of older houses where garbage cans and other unsightly objects were kept. To be successful, rear living rooms must have pleasant vistas.

**Fact:** In any house costing over \$10,000 there should be 1½ baths.

**Action:** The survey corroborated the Place theory that an extra half- or full bathroom is a strong selling point. Because the firm uses a low-cost prefabricated plumbing tree and carefully engineers the location of both baths and the kitchen plumbing, cost of an extra half-bath is around \$50. Under consideration now: a full second bath.

**Fact:** Among buyers of three-bedroom houses, no one wanted a fourth bedroom.

**Action:** "This has changed our planning," says James Peacock, president of the Place Realty Corp. which handles sales. "Perhaps fewer than we thought want four-bedroom houses, but all seem to want more space." Now their schedules will be recast, with four-bedroom houses held down to a more conservative proportion.

**Fact:** The 75' x 125' lots were satisfactory to all but an insignificant few.

**Action:** The question was asked on the assumption that an extra \$500 could be put into either a larger lot or into the house itself. The answers made it plain that additional house space or more equipment would be a more potent sales argument.



**Fact:** Even at additional cost, there was an appreciable demand for plastic floor tile in kitchen and bath.

**Action:** Answers on flooring show the value of the multiple-choice questions. Asphalt tile did not take the beating that Place expected, but many were willing to pay extra for hardwood floors in the bedrooms, or for plastic tile. Prices for each were given so that buyers could realize what their choice would cost them. Place also discovered his buyers do not want a combined kitchen and laundry and that "garbage disposals are here to stay."

**A lot for a little:** Place & Co. found this research experience so "interesting and profitable" that they will continue to use this method. They recommend that all questions be answerable with a Yes or No, or checkmark, or else endeavor to get a first-, second- and third-choice type of answer. For the insignificant expense of a mailing to 375 previous buyers whose names and addresses were already on file, and the tabulation of 112 answers, Place was able to get information that showed him several mistakes he was making in his planning. If only one such error were caught, the survey would be a bargain.



## In the East, a builder interviews his new buyers

**BUILDER:** A large Eastern firm building ten different models in an exclusive subdivision.

**METHOD:** An informal mail questionnaire sent to recent buyers who had not yet moved into their houses. Main query: "Why did you buy the particular model you did?"

**SAMPLING:** All 85 customers were polled, with 36 replies, or 42%.

**Fact:** In the most popular design, a split level, the favorite features were the privacy of the upstairs bedrooms, the spaciousness of the house, and particular reference to a large bay window in the living room.

**Conclusion:** The questionnaires have been received too recently for specific action. But here is information that every builder of split-level houses should consider for the future. Even if the overwhelming popularity of the split level in the New York area is temporary (as some believe), how can a builder use the best of its features in future floor plans for nonsplits?

He can guarantee privacy by segregating his bedrooms from living quarters. If a large proportion of buyers prefer bedrooms above ground (so passers-by cannot look in), this particular builder could use his rolling ground to advantage. Bedrooms could be located in the end of the house which projects highest above ground. The popularity of the big bay window teaches another specific lesson. Buyers thought the living room with the floor-to-ceiling bay window was the largest of any model. Yet other living rooms were practically the same size. This proves that a big window adds spaciousness to a house. Several families also mentioned the advantage of the daylight basement playroom in the split level. This could also be added to nonsplits as a standard item or as an extra.

**Fact:** Buyers said they were attracted to this development because of the number of house types in direct contrast with the

monotony of projects with only one or two different designs.

**Action:** This will influence the builder to continue building one-story, split-level, expandable-attic and two-story houses with various elevations. From the questionnaires it is clear that the more variation this builder offers his customers, the wider his market will be. The builder will drop one slow-selling design but it did not take a questionnaire to tell him that house was not popular.

**Fact:** Many families mentioned that the most popular feature with them was the location of the tract on "high land."

**Action:** As many potential buyers are now living on low, flat ground without trees, it is clear that high, rolling, well-wooded land is a very strong selling point. This can be emphasized more than it has been in newspaper advertising.

**Fact:** Every family buying a two-bath or a 1½-bath house listed the extra bath as a leading attraction.

**Action:** In this price range (\$17,000-\$22,000) the builder should consider offering the 1½ or two baths in every model.

**Suggestions for improvement:** Each questionnaire also asked: "If you were seriously considering the purchase of another builder's house, what features in his house did you feel were outstanding?" There was also space for comments or suggestions. From these questions the builder received a wealth of information.

**Fact:** Improvement most often suggested for model homes to make them more attractive to the prospective buyer was a better job of decorating, with some complaints against traditional furnishing.

**Action:** No professional help was used in either decorating or furnishing, and choice of wallpaper and paints was left to the discretion of the subcontractor. Although

people bought houses despite distaste for the décor, it seems logical to conclude that a professional decorating job might pay off in additional sales to prospects discouraged by the subcontractor's choices. It is significant that the best-selling house had the best furnishings.

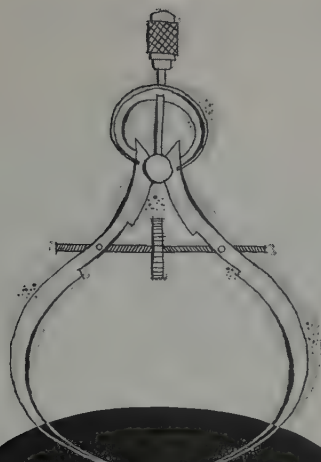
**Fact:** Lack of gutters and downspouts was objected to by 15% of buyers. One said that this almost caused him not to buy the house, and it took other features to overcome this drawback.

**Action:** This points out an educational problem on the part of the sales staff. Because the county demands an expensive dry well wherever gutters and leaders are used, the builder is using wide overhangs to throw rain water away from the house and foundation. More information on the cost of dry wells in this rocky area and a good sodding job around the perimeter of the models to minimize trenches caused by dripping eaves should reduce the ill-feeling caused by the lack of an item the customer thinks a necessity.

**Fact:** Buyers wanted an outside door to the basement, kitchen exhaust fans, more storage space, larger kitchens, more kitchen cabinets, larger windows, better garage-to-kitchen arrangements, and a scattering of other items.

**Action:** None yet. While sales are easy the builder may feel he can disregard this demand but next year he can use these leads to give his houses more sales appeal if the market becomes tougher.

**Fact:** Many buyers criticized either the cost of extras, such as a garage, or the way in which the entire system of extra features was handled. Some believed the salesman was charging whatever he thought the traffic would bear. Obviously this was not true. But the misunderstanding was jeopardizing good will between builder and buyer, and needed to be straightened out.



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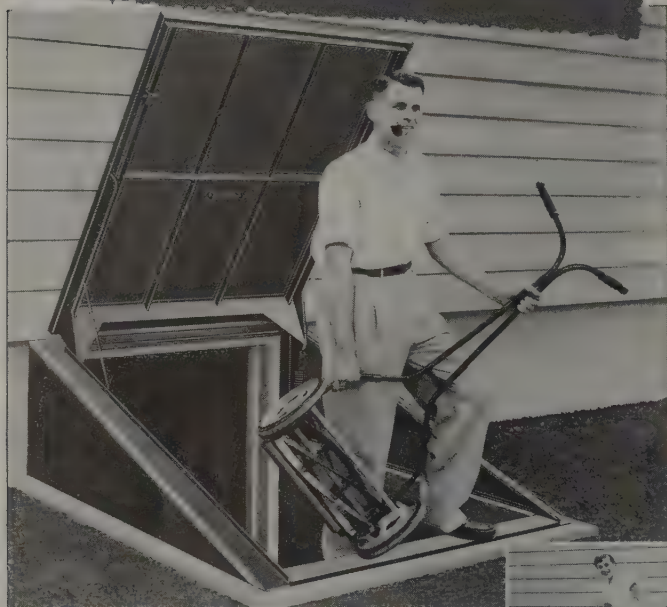
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Saves steps on washday. Clothes can be carried direct from laundry to clothesline, with fewer steps to climb.

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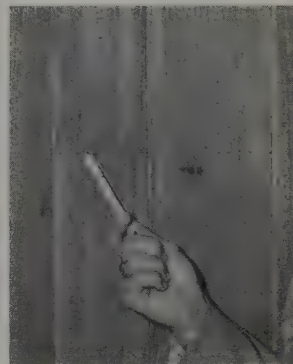
## New Products

**HARDWOOD PANELING** in random lengths and graining comes down off luxury shelf

Solid mahogany wall paneling in a \$10,000 house? Why not! At 35 to 45¢ per sq. ft., Philippine white and red varieties cost little more than dry wall, painted or papered. And the friendly dignity that even a single wood wall can give to a home more than compensates for the small premium. From the home purchaser's vantage, hardwood's features are more than surface deep. Requiring scant attention—an occasional waxing and dusting—wood paneling, like wine, improves with age. Figured over a 10-year stretch (half the life of an FHA mortgage) hardwood & upkeep cost far less than plaster wall plus maintenance.

Currently plentiful larders of imported and domestic species, advanced milling methods, and relaxed tastes have combined to bring the erstwhile luxury of hardwood within buying range of the small-home builder. Not many years ago a hardwood contract necessarily called for custom millwork and handling by master mechanics. Now, exotic blonde Ireme, ash-brunette Pal Dao, and titian Honduras are

Random cut hardwood panels with variegated markings complement casual contemporary architecture.



**Big factor** in taking hardwood out of the tycoon gameroom class and putting it within shooting range of homebuilders is the frank way less expensive cuts can be used. Instead of masking seams where sections meet, they are played up by using butt-type or V-notch joints.

Half as thick as costly  $\frac{3}{4}$ " panels, the  $\frac{3}{8}$ " board is strong, easy to handle. Solid wood paneling is installed when the house is closed in and dry. Panel backs should be sealed against moisture. A coating of liquid wax makes a mellow top-coat.



mass produced in single batches of 10,000 to 30,000 sq. ft., factory crafted, and sold over the counter at 60 and 65¢ per sq. ft. The jungle growth supply is stretched by cutting logs in  $\frac{1}{2}$ " and  $\frac{3}{8}$ " slices as well as the familiar  $\frac{3}{4}$ ". Floor-to-ceiling boards, matched in grain and color, are magnificent drama in certain formal settings—and many designers, not tied by purse strings, often specify such select marking and uniform length. Fortunately for the forests, a healthy representation of residential architects—and the public—not only accept but prefer the less wasteful, and so less costly, random-size paneling of variegated hue—largely because its naturally imperfect pattern is in keeping with a casual mode of living and also, perhaps, as release from the monotonous regularity of test-tube materials.

Two firms packaging pre-cut hardwood paneling and trim at comfortable prices are: *Manufacturers:* E. J. Stanton & Son, Inc., Box 3816 Terminal Annex, Los Angeles 54, Calif. Dean Co., Architectural Hardwoods Div., 666 Lake Shore Drive, Chicago 11, Ill.



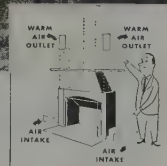
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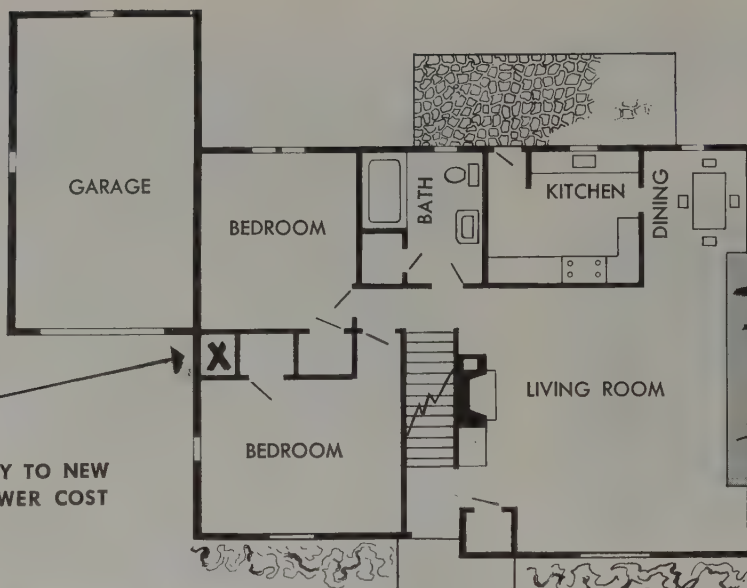


Remington Consoles are available in 1-ton and 1½-ton units for installation in closet, attic, or basement—to cool two good-sized rooms. They are available in both air cooled and water cooled units for various voltages AC or DC.

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With 64 years' experience in refrigeration, Remington now manufactures room air conditioners exclusively—heavy-duty, tropics-tested equipment, proved by installation in 57 countries all over the world.



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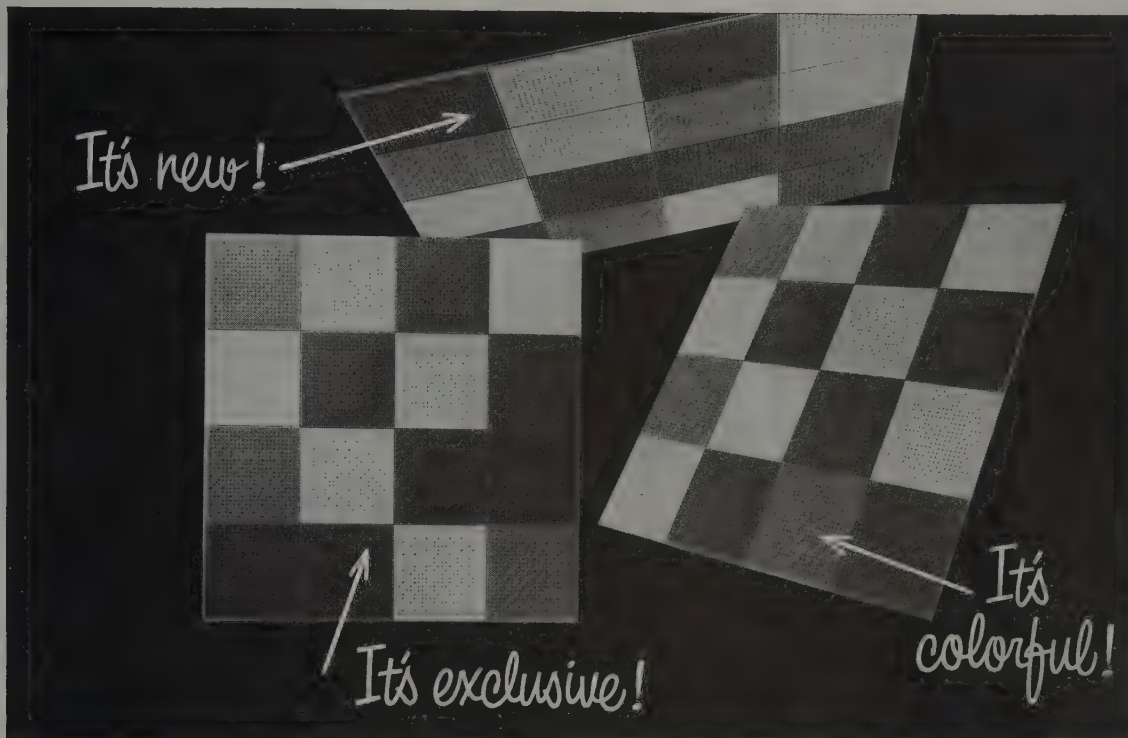
Remington Air Conditioning Division  
20-3 Willey Street, Auburn, N. Y.

Please send the Remington insert in Sweet's File.

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



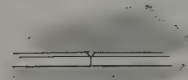
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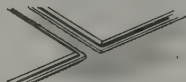
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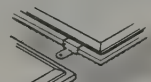
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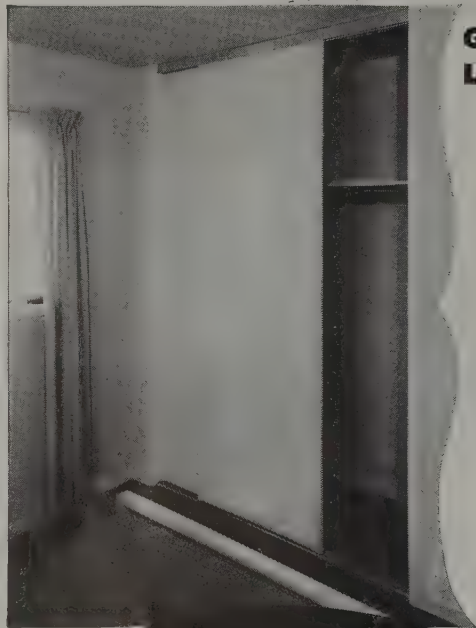
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Top track is easily  
mounted on ceiling  
with screws.



Aluminum bottom  
door guide is screwed  
to the floor.



Doors are mounted in  
tracks by pushing  
doors into upper track,  
then engaging guide  
in floor guide.

SEE SWEETS

CATALOG

File 25c WD for com-  
plete details and  
specifications.

## Excerpts from the ROUND TABLE on how to plan and sell your next house

### The objective

**Cole:** Our objective is better housing for everybody in America. My colleagues and I want to cooperate and will cooperate. We want to give Americans decent, fine homes which will bring them a greater sense of home life and satisfaction, and a realization of what it really means to live in this great country.

**Hollyday:** Now, when some changes are being made, may be the time for rechecking and taking a new look at the problems that we have in our present economy. The FHA problems go back a good bit and there is opportunity for some real improvement. I look forward to trying to make the improvements that seem to be necessary.

### Land planning

**Anshen:** By the time land planning gets to the standards that the various local planning commissions have, it conforms to what was considered best by the pioneers 20 to 30 years earlier. If land is planned correctly, you can save money by making streets narrower. Most streets built today are too wide, and most streets have to have sidewalks because of arbitrary standards.

**Manilow:** Would the fire department agree with you?

**Anshen:** Yes, if the streets are arranged so there are small off-street loops, so that you can actually serve the house without having through traffic. Then you don't have to have wide streets and sidewalks. You get a country atmosphere. Grass can come right down to the little gutter.

You can have off-street parking for cars. You can save dollars, and then put more money in the actual house, or you could sell a product that costs less money.

**May:** We have a planning commission that hated to see the prune orchards ruined. So they forced us to have 37' between curbs, plus sidewalks on both sides, and we are 15 miles from any community.

**Hughes:** I have been talking a 27' street without a sidewalk to city commissions for 15 years. I won for four or five years, until people who bought the houses started complaining to the city commission.

**Manilow:** Wherever the municipality permits me to, I prefer to eliminate sidewalks and gutters, but most of them insist we have them.

*continued on p. 186*



*Unusual design of ranch-type apartments adds distinction to Fairmont Acres.*



*Typical "Ranch Apartment" kitchen streamlines work with this line-up of Frigidaire Washer, Dryer and "Thrifty-30" Electric Range.*

*Frigidaire Refrigerator, the last word in modern food-keeping convenience, completes this work-saving Frigidaire-equipped apartment kitchen.*



*Enjoy Arthur Godfrey's daytime show on TV or radio.*

## FAIRMONT ACRES . . .

Dayton's newest subdivision . . . is  
equipped throughout with Frigidaire Appliances

LOCATION: Dayton, Ohio  
BUILDER: Swango Construction Company

Fairmont Acres, located in the southeast section of Dayton, offers prospective customers a choice of two types of dwellings, an interesting variety of street layout, and the finest of household appliances—Frigidaire. When completed, this latest project of Swango Construction Company will total 600 houses and 40 "Ranch Apartment" buildings. To date, 250 houses have been completed and sold, and 25 apartment buildings have been rented.

The part Frigidaire Appliances play in influencing house sales is well known. Each Fairmont Acres home when sold included a Frigidaire Automatic Washer and Electric Clothes Dryer, and all the

apartments a Frigidaire Refrigerator, Electric Range, Washer and Dryer, thus bearing out these products' sales appeal.

Whether you choose them for large homes, housing projects or apartments, Frigidaire Appliances add to the desirability of *any* dwelling. To get complete information about the many fine Frigidaire Household Appliances, call your Frigidaire Dealer—or the Frigidaire Distributor or Factory Branch that serves your area. Look for the name in the Yellow Pages of your phone book. Or write Frigidaire Division of General Motors, Dept. 2104, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

## FRIGIDAIRE



Built and backed by General Motors

Refrigerators • Electric Ranges • Home Laundry Equipment • Food Freezers  
Electric Water Heaters • Air Conditioners • Electric Dehumidifier



# BRIGHT IDEAS

to make homes LIGHTER and BRIGHTER

... with DRAMATIC WINDOWS TO THE SKY!

For more practical use of inside rooms, more pleasant use of any rooms — put Wascolite Skydomes overhead. Genuine Wascolite Skydomes, with “the dome that floats in its frame”, are weather-proof, shatter-resistant, maintenance-free . . . come in 17 economically-priced stock sizes . . . square, rectangular or circular shapes . . . with clear colorless or white translucent acrylic domes. For new construction or modernization, on flat or

pitched roofs, wherever cheerful daylight is desired, easily-installed pre-assembled Wascolite Skydomes are the natural daylighting choice. See Sweets' 19a or write for new residential folder.

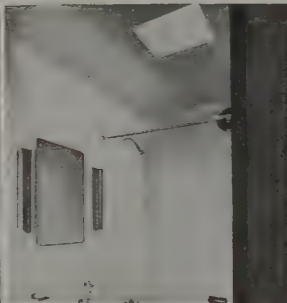


**EXCLUSIVE!**  
frames of  
**EXTRUDED  
ALUMINUM**

... a big advance in  
appearance and  
performance . . . at  
no advance in price!



Never a “dull” moment in this kitchen—a Skydome sends floods of cheery daylight to every corner.



Plenty of bright daylight for shaving or make-up in this inside bathroom—there's a Wascolite overhead.



Sunlight an indoor garden with Wascolite Skydomes. Bright idea for sunporch, too.



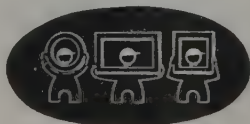
Two Wascolites sunflood inside rooms here, make windowless spaces bright as all outdoors.



By day or night the light is right—fluorescent fixtures can be built into the Skydome “well”.

## WASCOLITE SKYDOMES

U.S. PAT. 2610593



Other patents pending

WASCO FLASHING COMPANY, 88 FAWCETT ST., CAMBRIDGE 38, MASS.

### Excerpts from ROUND TABLE

**Spiegel:** I am not using sidewalks in my present development. But FHA does have this very sound argument: that in small homes live young families with children. They have baby carriages and they cannot navigate on a narrow street. Most folks leave their cars in the road. A garbage truck comes down the street and there is no place to wheel those babies. It is for that reason FHA insists on sidewalks in those developments.

**Goodman:** Put a narrow strip of paving back of the house, between the lots.

**Dayton:** In most big cities, final maps and tentative maps are all set, and it is a colossal job to change them. You can help to stop stupid practices that exist. I know of one borough requiring that every lot where a house is built be graded toward the street.

**Goodman:** FHA requires it in Washington.

**Dayton:** Think of taking a hillside property, perfectly beautiful virgin land, and having an authority tell you that every plot must be graded to the existing street, wherever that street may be.

### Communities

**Goodman:** People do not want to live in a project where all the houses are the same size, same cost, and everything else is the same. They want to live in a varied community. The problem is to merchandise a community, not a project of houses selling for so much, having a certain area and a certain size lot. all of them identical. 100 of them or 300 of them.

**Spiegel:** You put custom houses next to \$10,000 houses?

**Goodman:** Right in the middle of them.

**Prentice:** If you improve your site planning, how do you make money on it?

**Goodman:** On a small house, on a small piece of land, every penny counts. When you get into the larger house you have a little more spread. If you have a graded community, you can balance it all out.

### Siting

**Yost:** On 60' x 60' lots we were able to site new houses, all about the same size. so that the 60' lot looked like a 70' lot by staggering the houses. They were staggered in such a way—and some of them placed endwise—that people didn't feel cramped in the houses.

**Satterlee:** If you attach a carport, you can face the short end of your house to the street, and still have it look large. You can still get

*continued on p. 188*



## Look upstairs in the attic for extra sales appeal at low cost

**H**ERE'S a good way to sell houses faster by offering a lot of extra value at little added cost. Covering the rafters and putting down a floor make a good impression on your prospect that far outweighs the modest price increase—especially if you add one or two simple custom touches. Or, you can provide the materials and promote the idea to the buyer to do the work himself.

Here, for example, is a spacious Western-style children's room that will appeal strongly to young parents. Yet there's little costly work involved. A corner of the room is partitioned off and fitted with basic bathroom fixtures. Inexpensive


storage cabinets are built along one wall—and there's an economical floor of Armstrong's Linoleum that gives the whole room a luxury look that's most impressive to a buyer.

When you specify a floor of Armstrong's Linoleum for an attic like this—or for any other room—you put more than just good looks to work in helping to sell a house. There are many other practical reasons why housewives prefer this famous floor. It is easy to keep clean, because of its smooth and virtually seamless surface. Armstrong's Linoleum is splash-proof, greaseproof, quiet and comfortable underfoot. Buyers appreciate its long-

wearing qualities and the fact that it never needs costly refinishing. They know it will last for years, even with the rough treatment it will get in a children's room like this.

Whether you're building one house or a multi-unit development, it pays to offer the extra sales appeal of colorful, practical Armstrong's Linoleum Floors for every room in the house.

### SEND FOR FREE ROOM PLAN

For a sketch plan of this room, with color scheme description and a complete list of furnishings, write Armstrong Cork Company, Floor Division, 105 Sixth St., Lancaster, Pa. 

# ARMSTRONG'S LINOLEUM





## Extra that helps sell homes for Builder Charles Haring



"When people buy houses today they look for the extra values we builders add for their year-round comfort.

"One of the extras we furnish is the cool summer comfort supplied by a Robbins & Myers attic fan. Even on the hottest nights, these fans are so efficient that one generally sleeps under a blanket.

"It is surprising how much greater your home living comfort becomes with the addition of these fans.

"Personally, I wouldn't be without them in my home, and that is why I use R & M fans in the better houses I build."

Charles F. Haring, Jr.  
HARING & GRANT, INC.  
Tuckahoe, New York

## LET ROBBINS & MYERS ADD "SELL" TO YOUR HOMES

Like Mr. Haring, you can increase the sales appeal of your homes with R & M "Package" Attic Fans. They're great sales closers. And they really do a job! At the flick of a switch, stuffy daytime heat of home and attic is whisked out . . . and cool, fresh outside air is pulled in. An R & M Attic Fan is the extra value today's home buyer demands. It's the easy, low-cost way to build your sales talk right into each house.

Fits low attics and all standard hallways. The smallest unit needs only 16" of attic clearance; the largest but 22". Perfect for "moderns" with limited attic clearance. Fan guaranteed five years; motor and shutter, one year. Available in sizes with certified air deliveries of 5000, 7000, 10500 and up to 16000 CFM. Priced from \$139.95\* retail, including automatic ceiling shutter. Send the coupon for a reliable guide to better comfort cooling.

### EASY TO INSTALL!

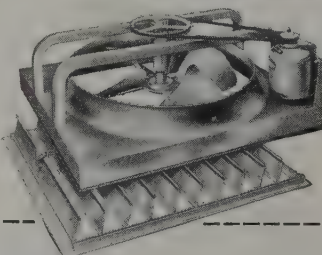
No other attic fan can be installed quicker or cheaper. It's a complete package—no extras needed. Fan simply fits over roughly framed opening. Complete automatic shutter unit fastens to ceiling opening frame; forms ceiling trim. R & M exhaust louvers are available to provide proper exhaust areas.



## ROBBINS & MYERS

"Package" attic fans

\*Prices subject to change without notice.



Robbins & Myers, Inc.  
Fan Division HH-53, 387 S. Front St., Memphis 2, Tenn.  
Please send me your booklet, "Robbins & Myers Package Attic Fans, Belt-Driven Fans A.I.A. File No. 30-D-1."

Name.....  
Address.....  
City..... Zone..... State.....



IT'S FREE!

## Excerpts from ROUND TABLE

site variation without putting the long side to the front every time.

### Zoning

**Ludwig:** In the average community, there is no zoning, and no planning because the average builder is not interested. As chairman of our zoning committee, I have yet to hear one word from one architect, from one builder, from anybody at all.

**Hughes:** Nobody has been interested in parks and playgrounds, things that help me sell my lots. I provide backyard playgrounds. A young family with young children does not like them to cross the street to get to parks.

**Prentice:** Is the playground in the middle of the block paved or unpaved?

**Hughes:** It is not paved. We have sand boxes and swings. It is a community deal which I don't sell. I have not found any way to get it properly financed. I have to do that myself; I maintain it.

### Selling

**Smith:** We give a lot of thought to publicity. We have sign boards and posting. We have a furnished model home with a salesman in attendance any time the door is opened. He knows everything about that house. It is very important for him to know about the construction.

**McKenna:** First you have to let prospects know where your house is, through advertising.

**Spiegel:** Salesmen have to point out all the features that make yours a better mouse trap.

**Manilow:** I avoid having a salesman in the model house because if crowds come to see it, it just isn't humanly possible for your salesman to answer all their questions.

On the walls of each of our rooms, we have the room sizes lettered, red on white, very easy to read.

Where you have a disappearing stairway, as we do, with 200 sq. ft. of attic space, we have a card to describe it.

We are great believers in sales literature in color, with visual details that describe all of the features.

**Travers:** We are using a technique called the "talking house." We have the whole house wired, and each room wired separately with a record that tells about the house. At the end, it says, "If you want to know more about this, go to the basement or the garage in the rear, and we will give you information." A remarkably larger per cent asks for more information.

continued on p. 190

# 1953 Window Models by Fenestra

## NEW Fenestra "RAIN SHEDDING" PROJECTED WINDOWS

You don't have to run to shut your windows every time it rains—the projecting vents shed the rain outside, protecting your furnishings. And incoming drafts are deflected upward to protect your health and comfort. Fenestra® Metal Screens and Storm Sash go on quickly and easily from the safe, warm *inside* of the house and these beautiful, streamlined metal windows give your house a lower, spread-out appearance . . . emphasize the graceful, horizontal lines of your home.

They are available Super Hot-Dip Galvanized—never need painting!  
Come complete with casings to save building costs.



## NEW Fenestra "BIG VIEW" WINDOWALL

Fenestra's new WindoWall† gives you extra view and more light because of its specially designed, slender steel frame. It adds the outdoors—makes your room feel bigger. It enhances the graceful lines and neatness of your home. The awning-type ventilators give you protected ventilation. Screens slip easily on from *inside* the house. And you can have ½" double-pane insulating glass in this exciting new window. Available Super Hot-Dip Galvanized for complete protection from rust.

## Fenestra "EASY-OPENING" CASEMENT WINDOWS

Graceful, easy-operating Fenestra Metal Casement, Fenestra Casings, Metal *Inside* Screen, "tailored-fit" Fenestra *Inside* Storm Sash . . . all designed for each other. That's why they are so trouble-free. With a gentle twirl of the geared roto-adjuster, casement leaves swing out to catch the breeze and guide it in . . . where you *want* it. No tugging or lifting. These windows cannot swell or shrink or splinter. And you can wash them, screen them and put on the storm sash, all from the comfortable *inside* of your house. Available Super Hot-Dip Galvanized to eliminate your maintenance worries.



# Fenestra RESIDENTIAL STEEL WINDOWS

• WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH •

Your home is forever.

So remember the famous Fenestra name when you build or buy.

For types and sizes and further details on any of these Fenestra Windows, call your local Fenestra Representative . . . he's listed in the yellow pages of principal city phone books. Or mail the coupon.

Detroit Steel Products Co.  
Department HH-5  
3401 Griffin St.  
Detroit 11, Michigan

Please send me the free literature checked, on Fenestra Residential Products:

- ☐ Projected Windows  
☐ Casement Windows  
☐ WindoWall Units

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

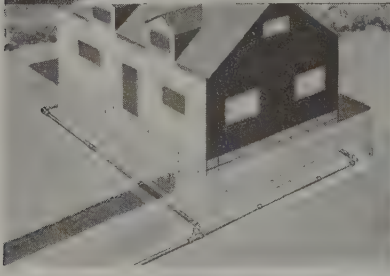
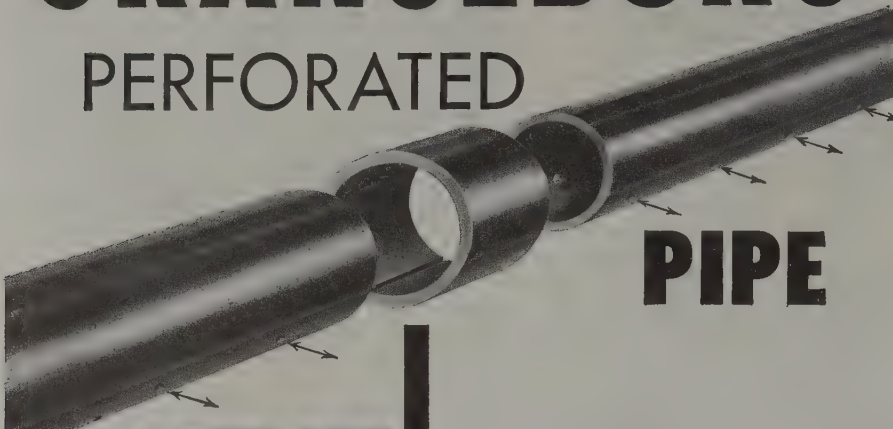
\*® †a Trade-mark of D. S. P. Co.



# ORANGEBURG<sup>®</sup>

## PERFORATED

## PIPE



### Foundation Footing Drains For Dry Cellars

*Orangeburg Perforated Pipe*—for foundation footing drains. A permanently dry cellar increases the value of the house and provides healthful basement area for many useful purposes. Long, light weight 8' lengths with snap couplings are easily installed around outside bottom of house foundation.

### The Ideal Seepage Pipe For Septic Tank Disposal Beds

*Orangeburg Perforated Pipe*—for septic tank disposal fields. Long 8' lengths are easier to lay and establish grade. Two rows of  $\frac{1}{2}$ " perforations on 4" centers permit seepage along entire line. Unique snap couplings assure maintenance of alignment . . . provide permanent joint cover . . . prevent entry of backfill . . . allow complete seepage through slot at bottom.

### Draining Wet Spots of Lawns, Fields, Parking Lots, Airports, Golf Courses —and Draining Muckland

*Orangeburg Perforated Pipe* — maintains continuous seepage without clogging. Doesn't crack or corrode . . . withstands freezing and thawing . . . lasts indefinitely. New Orangeburg Fittings can be used with Orangeburg Perforated Pipe.

### Use Orangeburg Root-Proof Sewer Pipe for House-Sewer or Septic Tank Connections

. . . or for conductor lines from Downspouts, Storm Drains. Orangeburg is America's most popular pipe for all non pressure outside uses—saves money—delivers trouble-free service.

Write Dept. HH-53 for data for your files.

### ORANGEBURG FITTINGS

for

1. Orangeburg Perforated Pipe
2. Orangeburg Root-Proof Sewer Pipe



$\frac{1}{4}$  BEND



$\frac{1}{8}$  BEND



WYE

# ORANGEBURG

ESTABLISHED 1893

*Manufacturing Co., Inc.*

ORANGEBURG, NEW YORK

### Excerpts from ROUND TABLE

**Goodman:** One simple selling device is the movie, a little color film of the life in a community with a story to go with it. It is run in movie houses for five minutes before the feature.

**Travers:** One of our competitors is using television as a medium.

**McKenna:** If a house is furnished, you are going to hold the prospect in the house five times longer. The longer you hold him, the better chance you have of selling him.

**Prentice:** How small a development can a furnished model pay off for?

**Zuzak:** I would say a minimum of 15 to 20 units.

**May:** We furnished four houses, one by a top modern decorator, three by just a good decorator with average furniture. One we left vacant. The vacant one sold last, and the good one sold 65% of the houses.

**Hughes:** The windows in my house are at least 4' off the floor inside and some of the windows are as high as 5'. People believe they get extra living space in my house because they can locate furniture along the walls. We cannot yet sell our people on the idea of a fixed window. I think the time will come when most of the windows will be fixed except where you walk out from the indoor to the outdoor living room.

**Spiegel:** I find high bedroom windows create a problem. Some housewives want to know how to treat the windows. The best way is to demonstrate. We have a decorator put up curtains.

### Trade Secrets House

**Gerholz:** It is a house that grows on you. It gives people a feeling of space flow, out into the terrace and into the yard, and so they like it. As far as regionalism is concerned, and climate, it has debunked those ideas for all time.

People like the window walls, so we double glaze. We have to do a little extra insulating and so forth.

This is the first house in town with marble chips on the roof. People liked that.

I am thoroughly convinced that I can build you a California house in Michigan and do a terrific job with it.

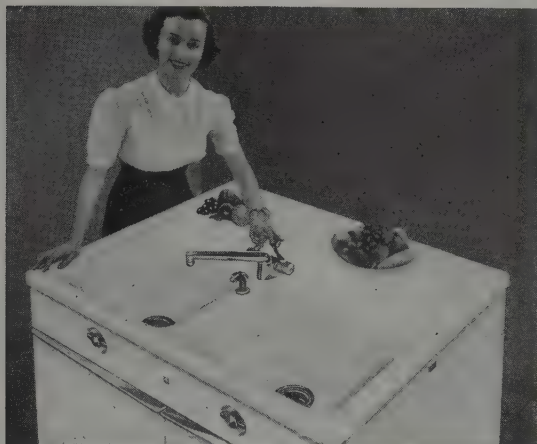
**Hughes:** We will sell a lot of them in Texas. We will sell more models with the high windows this year than we will sell with the window walls.

**Zuzak:** We fortunately were able to get the chief underwriter, the FHA, to go in and sit

*continued on p. 192*

# PRODUCT NEWS from **AMERICAN-Standard**

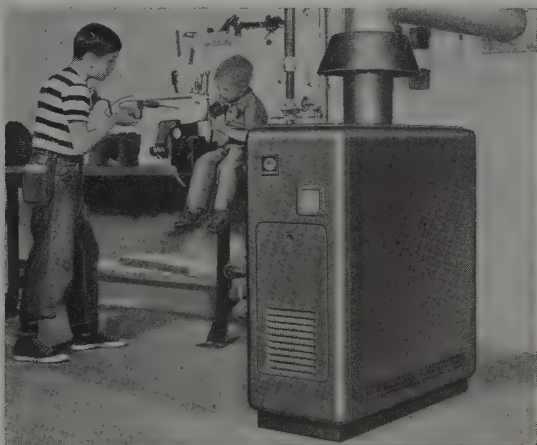
*A review of products in the news and important features worth remembering*



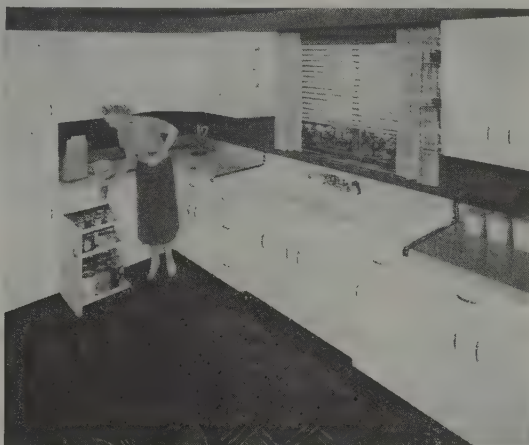
**MIDWAY SINK.** This new, island-type sink-and-cabinet combination saves steps and time. The 44" x 37½" unit has two deep sink bowls and spacious drainboard. Exclusive new fitting permits one-hand operation. Steel cabinet opens both front and back . . . has electrical outlets on both sides.



**WINTERWAY WINTER AIR CONDITIONER.** Available in three sizes to meet a wide range of heating requirements, this oil fired, basement type unit provides automatic, trouble-free heating. Long life and efficient use of fuel make it a real economy unit. It is compact, easy-to-install, easily converted to gas with no change in capacity.



**EMPIRE GAS BOILER.** A compact, good-looking and efficient boiler that's available in models for hot water or steam, for basement or first floor installations. Burns any type of gas. Features include pintype cast iron sections which absorb maximum heat . . . precision controls to guard safety and fuel consumption . . . heavy insulation to prevent heat loss . . . colorful, streamlined jacket.



**CONVERTIBLE KITCHEN CABINETS.** American-Standard all-steel cabinets are the *only* kitchen cabinets with interchangeable drawers and shelves. You can install an economical package kitchen in the homes you build. By adding extra shelves and drawers to the cabinets at any time, buyers can create deluxe kitchens to fit their particular needs.



## AMERICAN-Standard

American-Standard  
Dept. HH-53, Pittsburgh 30, Pa.

Without obligation on my part, please send me your free literature on:

- ☐ Midway Sink      ☐ Winterway Winter Air Conditioner  
☐ Empire Gas Boiler      ☐ Kitchen Cabinets

Name.....

Address.....

City..... State.....

American Radiator & Standard Sanitary Corporation, Dept. HH-53, Pittsburgh 30, Pa.

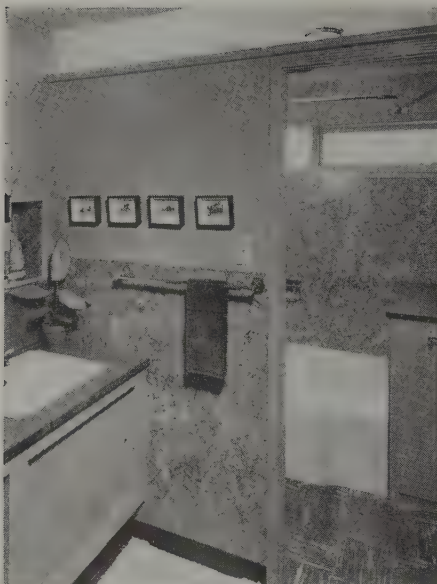
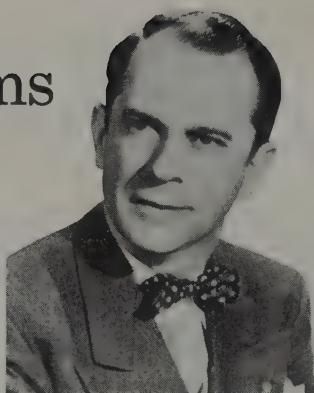
*Serving home and industry*

AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS

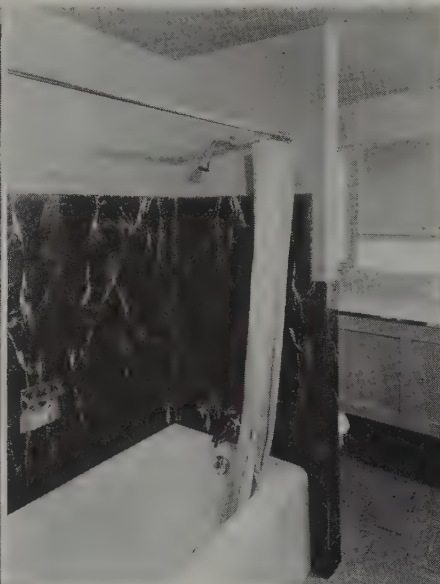


# "...Marlite bathrooms are the talk of the town"

W. P. "Bill" ATKINSON  
Past President of NAHB



Wainscot and tub area are Rose De Brignoles Marble Panel. Wall at right (not shown) is Natural Walnut Marlite Woodpanel.



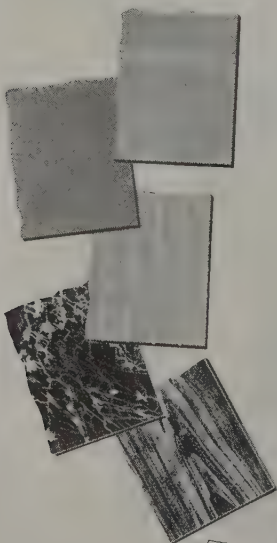
This beautiful bathroom has a four foot wainscot of Verdi Antique Marlite Marble Panel for permanence and easy cleanability.

Beautiful Country Estate Homes in Midwest City, Oklahoma, sell faster with modern divided bathrooms of Marlite prefinished wallpanels. W. P. Atkinson, builder of these popular homes, is one of the originators of the famous "trades secrets" house. He states:

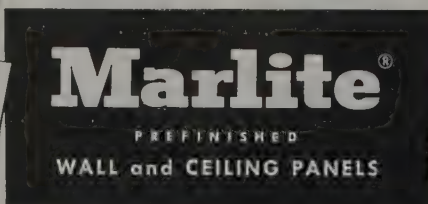
"We have chosen Marlite for our smartly designed homes because of its beauty, economy, and easy-to-clean qualities.

"Three of our model homes featuring Marlite in the bathrooms have been open to the public for the past sixty days, and you will be glad to know that our bathrooms are the talk of the town."

Use Marlite in *your* new homes, too. Its beauty, economy, low-maintenance, and wide range of "decorator correct" colors and patterns will attract and please customers. See your building materials dealer, or refer to Sweet's Architectural and Builders Files, MARSH WALL PRODUCTS, INC., Dept. 522, Dover, Ohio. Subsidiary of Masonite Corporation.



for creating  
beautiful  
interiors



## Excerpts from ROUND TABLE

in the house. Afterward we said: "Here is a completely different home than we have ever built or submitted for Shreveport. If you want it, take it as it is without any red pencil marks." I think it is the first plan I ever got back from the FHA without one red pencil mark on it.

He was impressed by the favorable comments from most of the people who came in, especially on the terrazzo floors and the storage walls. People liked the outdoor-indoor effect particularly, and the free-flow open arrangement between the living room and the dining room.

**Haeger:** The interesting thing to me about the Trade Secrets house is that it includes adequate, well-planned space; adequate storage; indoor-outdoor living; and the basement increment or equivalent.

## Color

**Lemperly:** We started to make a survey to get the builders' opinion on color. Up to now 96 per cent of replies say that color, both exterior and interior, is a positive factor in selling a home.

Over one-half of the builders said they thought that color would be more important as a selling factor in the days ahead than it has been to date.

**Dayton:** We have so many similar houses out on Long Island, if you don't use color, a guy won't know where he lives. It is vital.

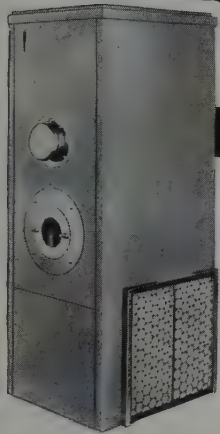
**Satterlee:** I think color is integrated with the design of the whole development, and therefore the architect should be the one to plan it, or an expert who understands the architect's approach on designing the whole development.

**Yost:** I think it should be emphasized that color should be considered from the start. Too often color is pulled in after the house or the development has been designed. In order to get the color pattern of the houses, the structural pattern of the houses may be superseded by color pattern, and the whole effect falls down.

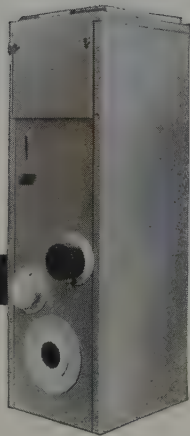
## Rehousing

**Theobald:** Moving into a period where we have a net increase of 600,000 families, and a program to build a million or 1,200,000 houses, the problem in the industry is to make people dissatisfied and to dig out the logical prospects who will move from one house to a better one. That calls for a market analysis. We are entering a period of hard selling; that calls for more than just showing a model house. One logical prospect is the man who bought a two-bedroom house four or five years ago. Go out and make him dissatisfied with that house and get him to transfer his equity to a new house with three bedrooms.

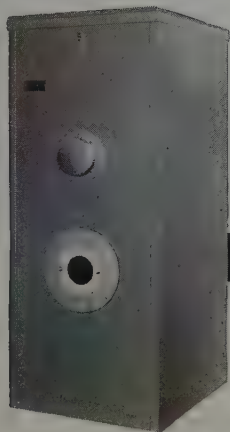
...means  
**EASY TO-SELL HOMES**  
 at **LESS COST**  
**TO THE BUILDER!**



**HIGH BOY**



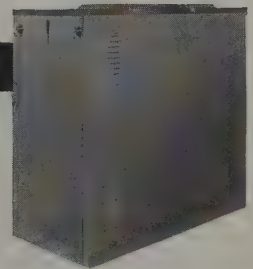
**COUNTER-FLO**



**GRAVITY**



**BASIC UNIT**



**LOW BOY**

● When you install Kaustine oil-fired, fully automatic heating in your homes you make your *selling job easier* and your *profit margin greater*.

● Kaustine engineering enables you to give your buyer an efficient *top quality* heating plant at the very *lowest cost* to you.

● These dependable furnaces are not only designed for economical operation but for simple, convenient installation...another Kaustine cost saving feature.

● The Kaustine line offers forced air heating units delivering from 65,000 to 250,000 B.T.U.'s in models for every type of installation in any style or size of home.

**FOR FULL INFORMATION WRITE DEPT. H-5**



**Kaustine**  
 COMPANY, INC.  
 PERRY, NEW YORK

**FOR SAVINGS**

*There is a Kaustine Furnace or  
 Winter Air Conditioner for every type of home.*





Builder Potter explaining Electronic Moduflow installation to Honeywell sales engineer Robert Bell

## "When it comes to Electronic Moduflow, I'm my own most satisfied customer"

says Raymond S. Potter, owner, Raybilt Homes Inc., Sacramento, California

"Several years ago I built the house you see pictured here for my family to live in—and to sort of serve as a model home to show prospects.

"When I heard about Honeywell's Electronic Moduflow it sounded like a good idea—so I installed it.

"I wouldn't have believed such comfort possible if I hadn't experienced it in my own home. That's why I say I'm my own most satisfied customer.

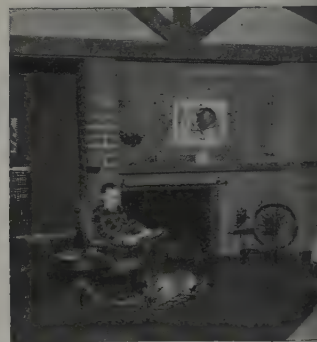
"But there's another side to the Potter Moduflow story. When showing a prospect through my 'model house' I make quite a point of the temperature control system and the really superior brand of comfort it affords.

"Most often I start the explanation with the Electronic

Weathercaster, the thermostat that's mounted outside the house. I tell how it anticipates shifts in the heating load, and compensates for cold walls by boosting indoor temperatures when the mercury drops outdoors.

"Then we go inside and I demonstrate the indoor thermostat and show off the relay amplifier. All this time I'm talking to the prospect about sensitive electronic control, cycled heat, fuel-saving and elimination of drafty floors.

"This is spelling out the Moduflow story—and more often than not convincing the prospect that I really know how to build a comfortable home."



*Another Plus-Profit  
Idea from Honeywell*

#### Electronic Room Thermostat

Mounted indoors, it receives signals from the Weathercaster, adjusts its control point and maintains temperatures required to compensate for outside temperature conditions.



#### Electronic Relay Amplifier

Interprets signals from electronic room thermostat and controls the heating plant accordingly.



#### Electronic Weathercaster

Mounted outdoors, it senses changes in the temperature—electronically—and sends signals to the electronic room thermostat.



### Magic of Electronic Moduflow heating control makes your homes easy to sell

In addition to being comfort conscious, every prospect is intrigued when you mention that magic word "Electronics."

When you show a house, explain Electronic Moduflow and the reasons why it means more comfort. Your prospect will be more interested in the house and you'll be closer to a sale.

Simply explain that because the controls are electronic, they're many times more accurate and sensitive

than ordinary controls. That in the new Honeywell Moduflow system, outdoor and indoor thermostats work together to give comfort that's close to ideal—by raising indoor temperature to compensate for heat loss when outdoor temperature drops—by balancing indoor temperature with the weather.

And explain how Electronic Moduflow provides virtually constant air circulation and helps eliminate hot ceilings and cold, drafty floors.

*See your local Honeywell office—or send for more information*

MINNEAPOLIS  
**Honeywell**



*First in Controls*

MINNEAPOLIS-HONEYWELL REGULATOR CO.

Dept. HH-5-93, Minneapolis 8, Minnesota

Gentlemen:

Please send me more facts on your new Electronic Moduflow System for homes.

Name.....

Firm Name.....

Address.....

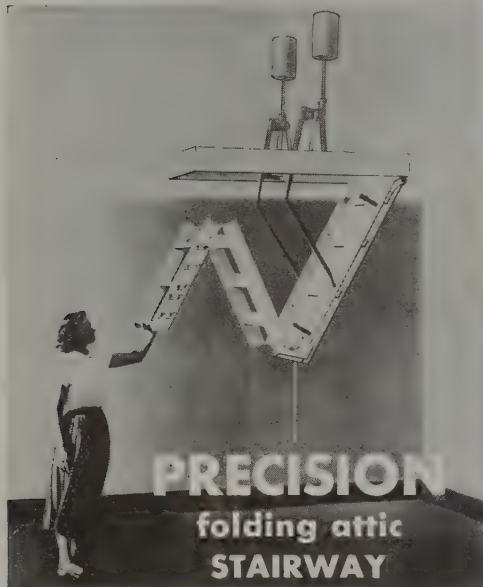
City..... Zone..... State.....



# FIVE-YEAR WRITTEN GUARANTEE

furnished with each unit

No other  
STAIRWAY  
offers so much



## 5 exclusive features

1. Actuated by counterweights.
2. Operates on roller bearing which makes raising and lowering practically effortless.
3. Insulated door pannel to prevent loss of heat to attic.
4. Full width safety treads.
5. Finest grade lumber and aluminum alloy construction. All parts secured by bolts and screws.

Easy to handle -- Easy to install. Shipped in 1 package assembled. Requires no attic space. No adjustments, no springs. Fits all ceilings from 7 feet to 9 feet 9 inches. (Runners graduated, all you do is measure from finished floor to finished ceiling and saw off runners at desired height.) Accepted by F.H.A. Listed in Sweets. Specified by leading architects. Sold by more than 12,000 dealers in U. S. A. and Canada.

Contact Precision Jobber for attractive prices.

**PRECISION PARTS CORPORATION**  
400 North 1st St. Nashville 7, Tennessee

## IS YOUR ROOF LEAKING DOLLARS?\*

In an effort to answer this vital question, an HHFA research project is sponsoring a New York University test. The aim: to demonstrate techniques for low-cost construction and to find out how much time and material they can save without a corresponding reduction in quality.

A builder of small houses permitted the University to redesign a house he was building and agreed to build one house the "old way" and one as redesigned. The new design, a truss roof, showed a saving of 34%.

### Conventional roof

After the exterior walls and center load-bearing wall were in place, they were plumbed and braced. Two-by-six ceiling joists 16" o.c. were then laid across the span from exterior wall to load-bearing wall. While these were being placed and nailed, a cutting table was set up on which the 2 x 6 rafters were laid out and cut with an electric hand saw.

After cutting, the rafters were stood up against the walls of the house. A 2 x 8 ridge board was secured with rafters at each end, then the intermediate rafters were pulled up and nailed in place—16" o. c.

The hip, valley and jack rafters at the roof intersection were individually measured and cut to size.

The over-all time consumed was 62 man-hours and the crew varied from two to four carpenters as required.

### COMPARISON OF LABOR FOR ROOF

#### The Builder's Control House

(Conventional construction)

Cutting rafters and joists  
Erection of ridge and rafters  
Fitting and cutting rafters  
... at roof intersections

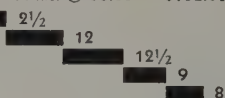
62 man hrs. @ \$3.00 = \$186.00

#### Demonstration House

(Nailed wood trusses)

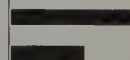
Layout of jigs  
Cutting of truss members  
Nailing trusses  
Erection of trusses  
Saddle framing

44 hrs. @ \$3.00 = \$132.00



### COMPARISON OF MATERIALS FOR ROOF

Control house . . . . . 2,700 board feet  
@ \$123.00 per M . . . . . \$332.00  
Demonstration house . 1,540 board feet  
@ \$123.00 per M . . . . . \$190.00



### Truss construction

An outline was laid out with a chalk line on an adjacent concrete floor slab. Scrap wood blocks were nailed along the lines with hardened steel cut nails. While the jigs were being made, a cutting section was set up on another section of the slab. The truss members were cut to size according to a prepared cutting list, which kept waste to a minimum. A pattern of each truss member was made and used to lay out lumber which was cut with an electric handsaw.

The cut members were stacked around the jigs, the carpenters then placed them in the jig in the proper order and nailed them together. Finally, completed trusses were stacked.

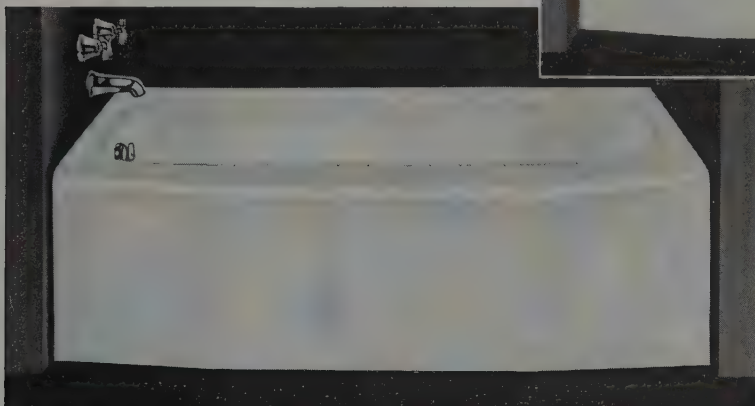
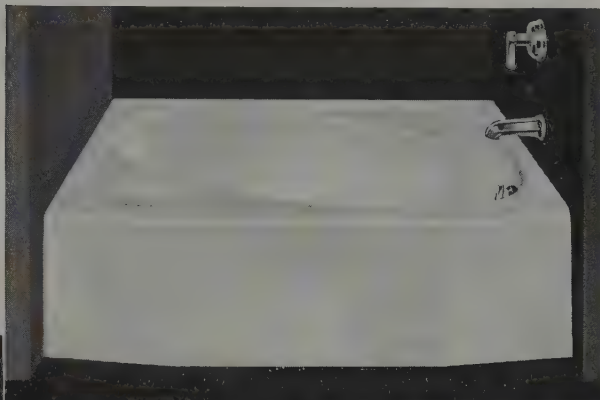
Average elapsed time for two carpenters to complete this operation: 14 1/2 to 16 1/2 min. per truss. Trusses were then carried into the house, hung in inverted positions across the two walls, lifted upright and nailed into place. Saddle framing took eight man-hours; erection of trusses, nine man-hours. Over-all time to frame the roof: 44 man-hours (two carpenters did all the work).

\* Housing Research No. 5, Mar. '53. For sale by the Superintendent of Documents, US Government Printing Office, Washington 25, D. C., 40¢.

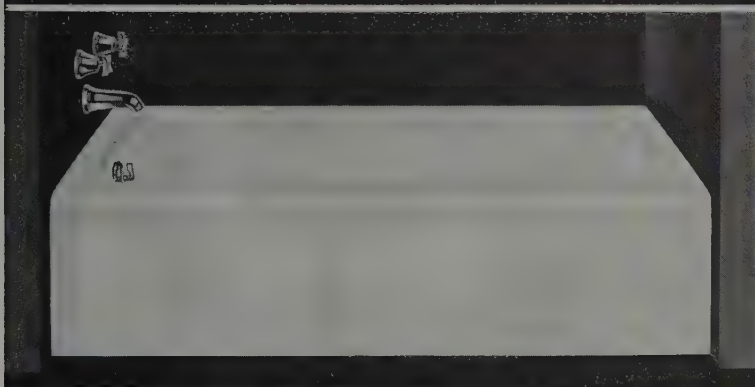
# 4 NEW KOHLER BATHS

Beauty and utility characterize these four new Kohler baths designed to meet a wide range of needs. The sparkling easy-to-clean enamel is safeguarded because it is fused to a rigid cast iron base. All baths available in white or color.

**MAYFLOWER** (*Below*). A completely new design, with roomy oval bathing area, two integral seats, low front for easy access. Length 48", width 44", height 14".



**COSMOPOLITAN** (*Left*). Popular choice for homes and apartments. Maximum comfort and safety, with slope end, wide flat bottom, 6-inch bench rim. Available lengths 4½', 5', and 5½'; also 4½' and 5' for corner installation. Height 16".



**MINOCQUA** (*Left*). A first quality enameled cast iron bath of standard length for lower cost homes or remodeling. Length 5', width 29", height 14".

**STANDISH** (*Right*). Requires the space of a shower stall. A compact practical fixture for homes, apartments, motor courts, dormitories. Low front makes child bathing easy; 5" bench rim. Length 42", width 36", height 14".



Kohler Co., Kohler, Wisconsin. Established 1873

## KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS



# "They stood in line two hours to see my homes featuring G-E remote control wiring"

says builder **EDWARD STOLL**

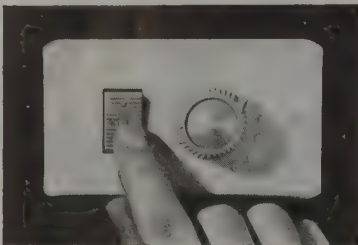


From plans by Gustave W. Iser, AIA

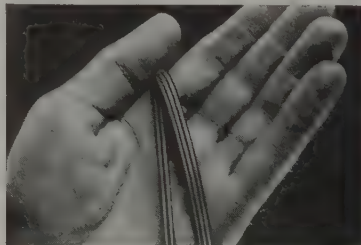
"It's surprising how much sales appeal G-E remote-control wiring gives for only \$45 more than a conventional installation," says Edward Stoll.

"Traffic was blocked for miles the day I opened my \$17,000 model home wired with G-E remote control" says Edward Stoll, President, Edward Stoll Construction Company, Easton, Connecticut. "We tried to lock the doors at sundown but couldn't stop the crowd until after 9 P.M. I sold out two sections of the 40-house project from leads developed that first day. I'm convinced the G-E remote-control wiring played an important part in this gratifying sales volume.

"I used the remote-control wiring system to carry a prospect's interest all through the house" Mr. Stoll said. "The many silent, individual switches that G-E remote control offers, give the house a luxurious touch. And the master selector switch, which controls 9 circuits from one location, made a fine impression with convenience-minded prospects."



Master selector switch that first attracts a home-buyer's attention.



Small, lightweight wire used to connect switches with relays at fixtures or outlets.



Remote-control relay operates on 24 volts—is located in or near the outlet box—does the actual switching of the 120-volt power.

## Get the facts — write for these informative booklets

**1. CONTRACTOR'S MANUAL**—Thirty-six-page manual gives you all the facts—layout, wiring diagrams, and important installation hints. Let this booklet bring you up to date on G-E remote control.

**2. CONSUMER BOOKLET**—To explain the advantages of G-E remote-control wiring to your prospects, General Electric offers an informative, 8-page booklet. Write for a copy of the Remote-Control Consumer booklet, and ask for information on obtaining it in quantity.

**3. LOCAL ADVERTISING MATERIAL**—A complete package of advertising material has been prepared for use with your remote-control program. Ask for this important selling aid.

For any of these aids, see your G-E Construction Materials distributor or write Section D87-56, Construction Materials Division, General Electric Company, Bridgeport 2, Connecticut.

*You can put your confidence in—*

**GENERAL  ELECTRIC**



# DEMAND QUALITY PLUMBING FIXTURES

*Use this check list to insure your customer's satisfaction*



ONLY BRIGGS BEAUTYWARE OFFERS ALL THE IMPORTANT FEATURES LISTED IN THE COLUMN AT RIGHT—AS WELL AS MANY OTHER POWERFUL SALES FEATURES!

BRIGGS MANUFACTURING COMPANY  
3001 Miller Ave., Detroit 11, Mich.

INTERNATIONAL SHOWROOM  
101 Park Avenue, New York City

© 1953

See our new 28-page catalog in Sweet's  
Architectural and Light Construction Files

- ☐ Acid-resistant quality at no extra cost.
- ☐ Patented Safety Bottom bathtub, reducing accident hazard.
- ☐ Unnecessary dead weight eliminated from tub.
- ☐ Tiling-in flange—leak-proof seal, tub to wall.
- ☐ Under-tub framework—firmly positions tub, independent of wall support.
- ☐ Precision brass fittings engineered for minimum installation cost and long life.
- ☐ Quick opening valves on lavatory fittings.
- ☐ Lavatories with tarnish-proof chromium plated legs and towel bars.
- ☐ Deeper lavatory bowls for greater water capacity.
- ☐ Uniform tub dimensions, insuring exact fit.
- ☐ Vertical front panel edges on tub, eliminating need for cutting and fitting wall tile.
- ☐ Water closets with anti-syphon ball cock of proved quality.
- ☐ Twin concealed front overflows and anti-splash rim on vitreous china lavatories.
- ☐ Integral soap dish on lavatory.
- ☐ Quiet-flush, positive action water closets.
- ☐ Elongated syphon-jet closet bowl for greater hygiene.
- ☐ Four non-fading pastel colors at prices only slightly higher than white.
- ☐ Attractive contours, smart styling, functional design for durable service.

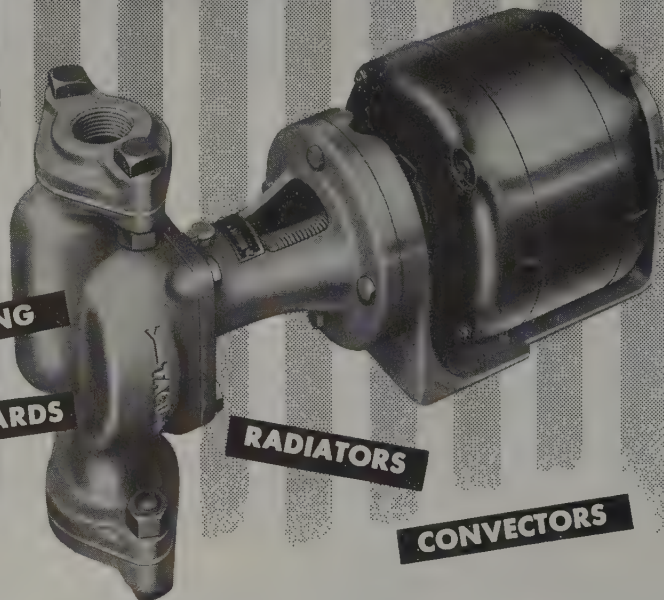
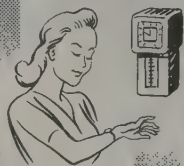
**Insist on all these—  
they mean highest  
quality!**

## BRIGGS

*Beautyware*



# get FAST, RESPONSIVE HOT WATER HEAT for



**PANEL HEATING**

**BASEBOARDS**

**RADIATORS**

**CONVECTORS**

## with this popular TACO CIRCULATOR

EVEN LOW BUDGET HOMES CAN NOW HAVE THESE LUXURY ADVANTAGES

### RADIANT WARMTH • DRAFTLESS WARMTH • CONTROLLED WARMTH



#### MORE HOT WATER FOR KITCHEN, BATH AND LAUNDRY

Yes, forced hot water heat with a TACO circulator gives all this *plus* economical warmth. No need for a separately fired water heater. TACO TANKLESS, hooked up to a heating boiler, supplies year 'round low cost hot water.

The TACO circulator delivers heat where it will give the greatest comfort . . . whether you use radiant panels, convectors, radiators or baseboards.

**ARCHITECTS—ENGINEERS  
WRITE FOR . . . SIMPLIFIED  
SELECTION CHART FOR SIZ-  
ING TACO WATER HEATERS  
UNDER ANY CONDITIONS.**

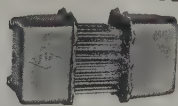
### Three other famous TACO PRODUCTS for houses

#### TACO-VENT



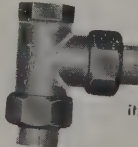
eliminates air  
from hot water  
radiation  
automatically

#### TANKLESS TACO



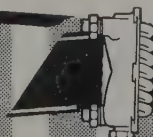
gives an abundant supply  
of hot water instantly.  
No need for storage tank.

#### TACO TEMPERING VALVE



thermostatically  
mixes hot  
water with  
cold so there's  
no danger of  
its being too hot.

**Better Heating-  
Better with Taco**



**Taco**

TACO HEATERS, INCORPORATED • 137 SOUTH STREET • PROVIDENCE 3, R. I.

## BOOK REVIEWS

**FRANK LLOYD WRIGHT TALKS TO AND WITH THE TALIESIN FELLOWSHIP.** Three long playing (33 1/3 RPM) microgroove records (six sides) pressed but not recorded by Columbia Records, Inc. Copyright by the Frank Lloyd Wright Fellowship. Price, \$5 per record.

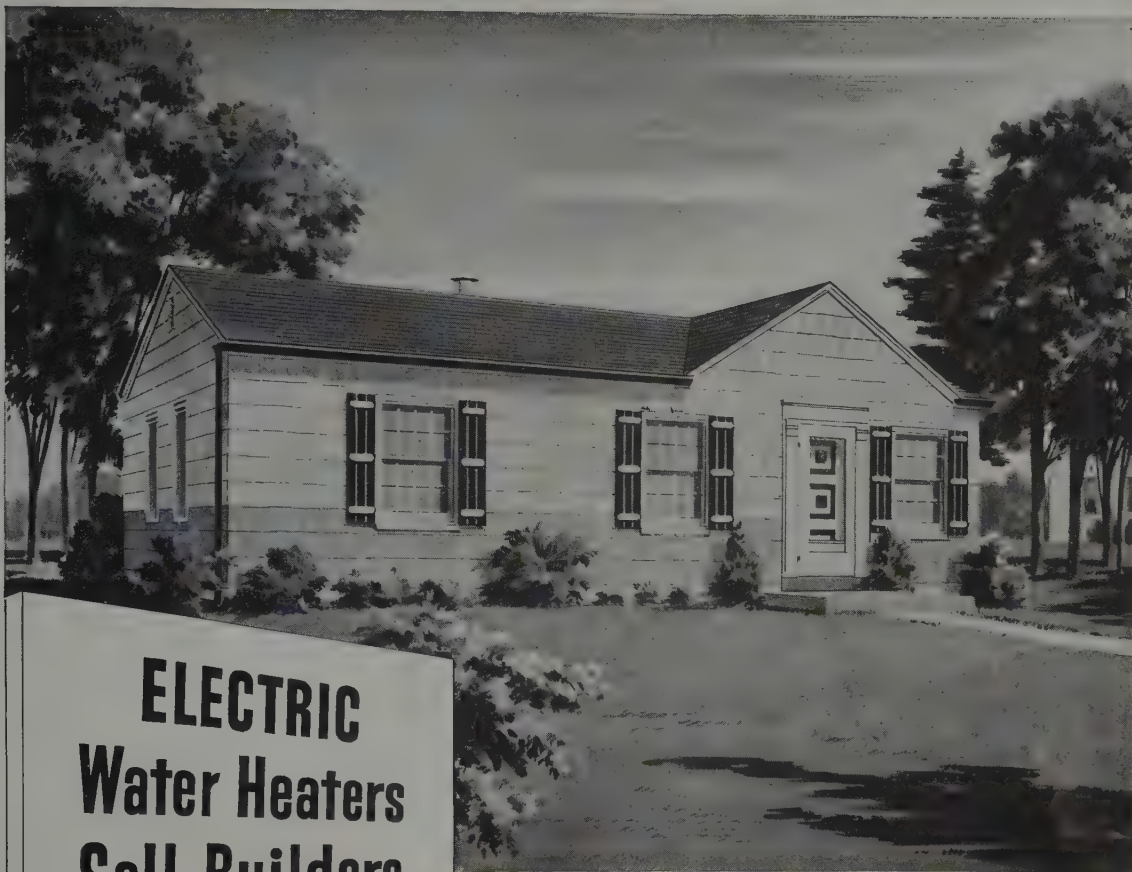
Several years ago Frank Lloyd Wright delivered a memorable address before the convention of the American Institute of Architects in Houston, accepting the AIA Gold Medal. Luckily his words—probably the most stirring statement ever made by any architect—were preserved on a disc when he delivered them. and astute national AIA officials later performed a real service by making his speech available in record form. Since then, 160 sets of these records have been ordered from the AIA, and the demand, rather than slacking, seems to be steady.

This is another neat accolade to the man who is more than merely an inspirational architect, but has become the central figure of esthetic defiance of our age, a conscience not only for his own profession, but for all other artists as well, and for all others the individualist. That Wright's long, stubborn, scornful, principled struggle has been successful is a reassuring truth in a dogmatic world.

Now here is a new set of three long-playing records of Wright in a more relaxed mood. On them he talks about acoustics, reads fragments from Walt Whitman, discourses on *Man or Machine*, and repeats his address to the Junior AIA meeting at the New York AIA convention in June, 1952. The content of these records does not equal the magnificent address at Houston. Technically, they have quite a few background acoustical klumps and birdies. They are not edited sufficiently, and do not follow their labeling precisely—at one point the listener is promised Frank Lloyd Wright improvising on the piano, but no piano is heard.

But they may some day be precious all the same, because they do this: They permit an intimacy with the fact of Wright's personality, which is as vivid as his great architecture. In these records he is sometimes ornery—as in the sides which eavesdrop as he talks with fellows of his Taliesin fellowship about man and the machine; at other times wryly humorous—as when he advises young architects to do the whole job of building houses: designing, contracting, landscaping and interior decorating, because then their fee will be 40%; at times sharply critical—as in this passage on education: “. . . Teaching today seldom gets down to the elemental bottom—the truth. . . . That is because the teachers were taught facts, which is what they teach, instead of truth. . . . And as you all too well know now, architecture, modern architecture especially, is still chiefly concerned with effect. Effects are charming, or they're ugly, or they're desperate, or despicable, but why?

*continued on p. 204*



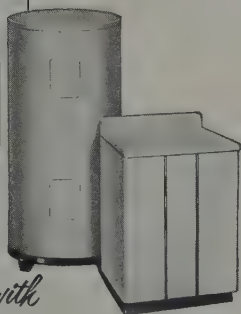
## ELECTRIC Water Heaters Sell Builders and Buyers

This is one of the Garden Park homes in St. Louis County selling for about \$13,000. The *Electric Water Heater* was chosen for safety and economy, for both the builder *and* buyer. It can be placed within five feet of any tap in kitchen or bath, so heat loss in use is minimized—and installation costs are reduced.

"I'm strong for *Electric Water Heaters*," says builder Albert Monte of St. Louis, Missouri, "because they have advantages for the builder as well as the buyer. They're economical to install as well as to operate."

More builders *and* buyers all the time prefer *Electric Water Heaters*. Here's why: *Automatic* hot water. Cleanness of operation. Economy of operation, due to short hot water lines and fully insulated tank. Easy installation, because there's no flue or vent . . . the modern water heater for the modern house —of course, it's *Electric!*

*Equip your homes with*



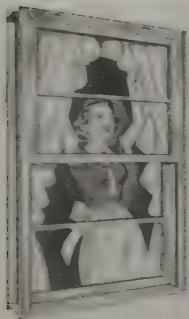
# electric water heaters

**THEY'RE WHAT  
PEOPLE WANT!**

ELECTRIC WATER HEATER SECTION  
National Electrical Manufacturers Association  
155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • CRANE-LINE SELECTRIC • CROSLY • DEEFPREEZE • FAIRBANKS-MORSE  
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD  
KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE • PEMCO • REX • RHEEM  
SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • WESIX • WESTINGHOUSE

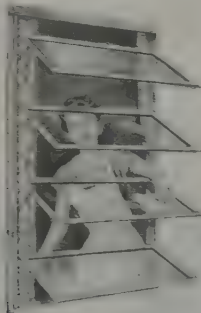




## *Specify the best buy*

In test after test, where just *one* of several tract homes has aluminum windows . . . *that home sells first*. Modern beauty starts the sale . . . and smooth operation. But what clinches it is *rustproof permanence* . . . no painting expense year after year.

And initial cost is low. Aluminum's basic price is almost the same today as in 1936-39. In these 53¢ times, *your dollars are still worth 100¢ in aluminum!* So specify the best buy . . . in windows, as in gutters, flashing, insulation. Write for literature. **Reynolds Metals Company**, Building Products Division, 2019 South Ninth Street, Louisville 1, Kentucky.

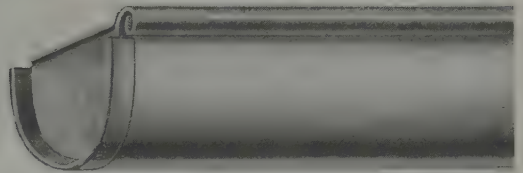


### **REYNOLDS ALUMINUM RESIDENTIAL WINDOWS**

Quality controlled from bauxite to building site, Reynolds Aluminum Windows are outstanding in design and in their high satinized finish. Casement Windows with full 1" x 1/8" Z-sections, improved hardware . . . lacquered for protection during construction, protectively packaged two to a carton. Awning Windows with quick, positive closing. Double-Hung Windows with precision balances. Write for 20-page catalog.

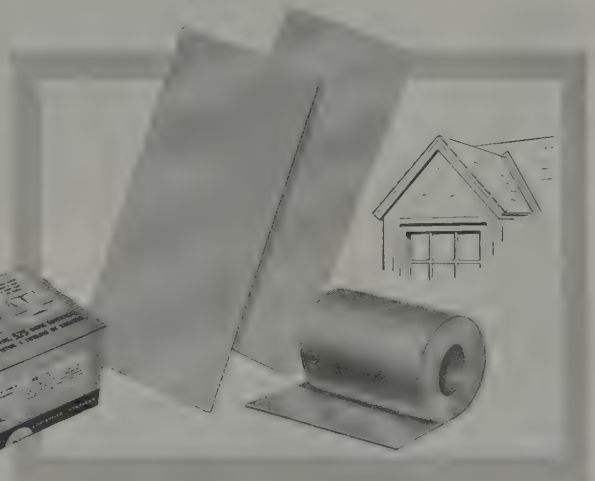
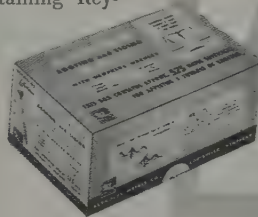
## REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

Beauty and rustproof permanence at the lowest cost of any rustproof material. Slip-joint application saves labor. Available in Ogee and Half-Round 5" Residential Gutters, smooth or stipple-embossed finish—also 6" Industrial Half-Round—with downspouts and fittings to match.



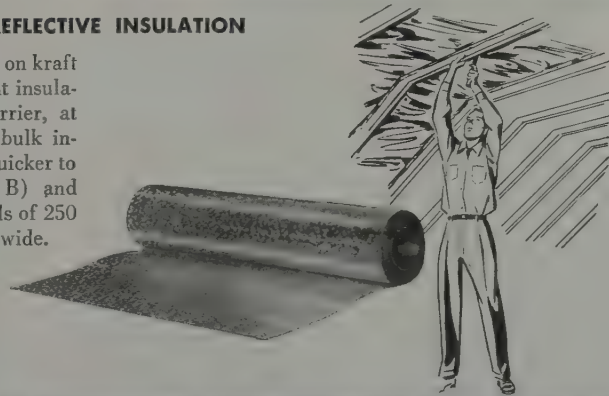
## REYNOLDS *Lifetime* ALUMINUM FLASHING

**... AND NAILS.** Easiest flashing to work with, best looking, and lowest in cost of any rustproof material! In 50' rolls of 14", 20" and 28" widths; flat sheets 28" by 6', 8', 10', 12'; also cartons of 18" x 48" sheets. Remember, aluminum nails are a *must* with aluminum, best for all exposed nailing. Specify rustproof, non-staining Reynolds *Lifetime* Aluminum Nails.



## REYNOLDS ALUMINUM REFLECTIVE INSULATION

This embossed aluminum foil on kraft paper provides highly efficient insulation, plus perfect vapor barrier, at much lower cost than most bulk insulation. Cleaner to handle, quicker to apply. Double-faced (Type B) and single-faced (Type C), in rolls of 250 square feet, 25", 33" and 36" wide.



**YOUR DOLLARS ARE  
STILL WORTH 100 CENTS  
IN ALUMINUM!**

**SUPPLY COMPANY**

ALUMINUM  
BUILDING  
PRODUCTS



# REYNOLDS ALUMINUM

SEE "Mister Peepers," starring Wally Cox, Sundays, NBC Television Network  
HEAR "Fibber McGee and Molly," Tuesdays, NBC Radio Network.



# Yes, We GUARANTEE

**Weisway**  
CABINET SHOWERS



You're safe in installing Weisways in any home you build, regardless of price class. *Weisways are guaranteed leakproof.* Their engineered design, service-tested materials and precision manufacture assure long years of satisfactory service.

Receptor formed in one piece of heavy enameling iron, with glass-hard vitreous porcelain surface inside and out. Walls are galvanized, Bonderized heavy gauge steel with two separately baked-on coats of enamel. Corners sealed in compression-tight joints.

## Extra Baths Add Sales Appeal



Here one Weisway gives practical effect of two bathrooms.



Irregular floor areas can be used for complete bathrooms.

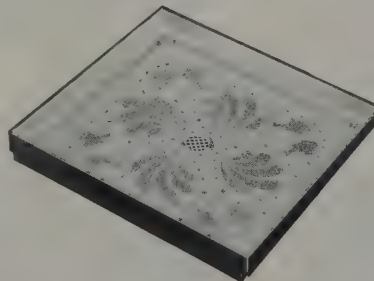


Corner entrance Weisways provide complete baths in small space.

Space-saving Weisways enable complete extra bathrooms in minimum floor area. More bathrooms and better shower bathing facilities add powerful sales appeal. Weisways are easily, quickly installed. Independent of building walls and floor—not affected by settling or shrinkage. One man easily handles and places receptor—no metal underpans required.

### WEISWAY VITRECEPTOR FOR WALLS OTHER THAN METAL

Vitreous porcelain enamel inside and out, over heavy gauge enameling iron, formed in one piece. Has integral flashing to make leakproof joint with shower walls other than metal. Foot-Grip, No-Slip floor safe, positively non-absorbent. Sanitary, practically self-cleaning.



### Mail Coupon

for catalog showing models for all price classes and five colors available.

HENRY WEIS MFG. CO., INC., 542 Weisway Bldg., Elkhart, Ind.  
Please send catalog on Weisway Cabinet Showers.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

... Seldom is the endeavor of our day and time concerned with principles, with causes. ... Young artists aren't taught to ask *why*. You can ask what, and when and maybe where, but never why. That cannot be true education."

But more than anything else Wright is resonantly noble, as in his final words, added as an afterthought after he has already brought the talks to a conclusion and said goodbye:

"One thing more. Consider that you as young architects are to be the pattern-givers to American civilization. There can be none other pattern-givers than our architects, so if we in America ever do have a culture of our own you must be the way-showers. A civilization is only a way of life. A culture is a way of making that civilization beautiful or that way of life a beautiful way of life. So culture is your office here in America and as no stream can rise higher than its source, so you can give no better to architecture than you are. So why not go to work on yourselves to make yourselves be in quality what you would have your buildings be? ..."

**HOME BUILDERS MANUAL FOR LAND DEVELOPMENT.** Published by the National Association of Home Builders, 1028 Connecticut Ave., Washington D.C. 274 pp. 6" x 9". \$3

Written and produced by the Land Planning Committee under the chairmanship of Albert Balch, editors of this revised edition of a book first printed in 1950 are Max S. Wehrly and J. Ross McKeever, assisted by Jean Houtchens.

This is an important book for builders, large or small. It gets down to cases and costs. Striking a sound balance between the individual builder's own interests and the good of the community, the editors demonstrate over and over that sound use of land can also be economically advantageous. For instance, a curvilinear plan for a development yields 13 different types of savings over a gridiron plan. Examples: street length, sanitary sewer length, number of manholes and catch basins, etc.

An interesting addition in this new edition is a chapter on "Appraisal of Residential Street Widths." A table of design standards advocates 50' width for single family units, 60' for multifamily units; minimum 4' sidewalks and 3'-7' setbacks depending on whether there are trees. Says the *Manual*: The municipality which still insists on excessive widths of local streets and roadways is overlooking three important economic aspects:

1. The additional cost of initial construction to the city or developer (in either case it is the home owner who pays).
2. The continuing cost of maintaining, resurfacing and repairing from 38% to 54% more roadway surface than is needed.
3. The inescapable economic aspect—higher taxes—which must be added to the first two

*continued on p. 208*

**For an Entrance →**



Architects: Carr & Cunningham, Cleveland, Ohio



Architect: Raymond J. Willis, Oakland, California

**← For a Partition**

Architect: Frederic Barlenbrock, Santa Monica, California

**As a Screen →**

**GIVE YOUR HOUSES**  
**Smart Individuality**  
**WITH TRANSLUCENT GLASS**

The extra touch—the eye-opener that wins instant admiration and approval—that's what you get when you use Blue Ridge Patterned Glass. It makes new houses look smarter—makes old houses look newer.

It brightens rooms, it decorates, and it adds a lot of charm to a home. And it's economical to use—especially in view of the fact that it means just that much less plastering, painting and papering. Blue Ridge Patterned Glass never needs refinishing—its sparkling beauty is always renewed with the wipe of a damp cloth. It lets light through, but guards privacy.

The ways you can use Blue Ridge Patterned Glass to brighten and decorate a home are as wide as your imagination. You can choose from more than 20 attractive patterns—linear, textured and checkered—with pronounced design or over-all soft diffusion. Ask your L·O·F Glass Distributor or Dealer to show you samples.



Libbey-Owens-Ford Glass Company  
Patterned & Wire Glass Sales  
B-753 Nicholas Building, Toledo 3, Ohio

Please send me your idea book: *New Adventures in Decorating* for residences.

Name (please print) \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

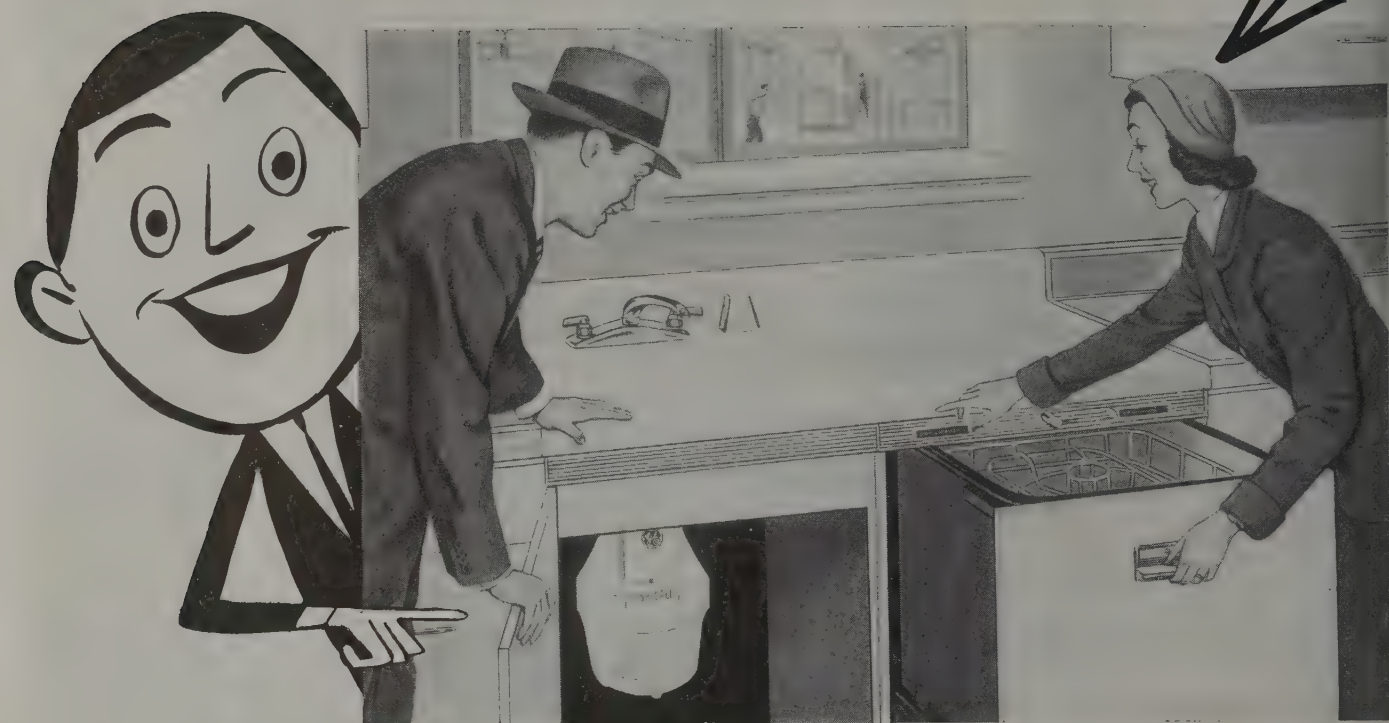


**BLUE RIDGE**  
**Patterned GLASS** L·O·F GLASS



# When you show them...

# You sell them!



## Let General Electric make more home sales for you!

**More and more** successful builders are designing their kitchen plans with G-E Electric Sinks in mind.

*Here's why . . .*

In most new homes, the kitchen is the room that sells the house. And when today's house-hunters see General Electric's modern time- and worksaving appliances, your kitchens are practically sold!

You're planning to put sinks in your kitchens. Why not make them G-E Electric Sinks? They're specially built for you . . . pre-plumbed, and in standard sink width. *They're priced right for you, too.* And a G-E Electric Sink costs *very little more* to install than a regular sink!

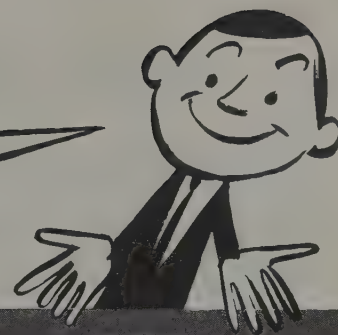
**The benefits are big!** You can count on your investment bringing a profitable return because you offer a real "extra-

plus" in your homes. An already-installed G-E Dishwasher and Disposall® with *proved* sales appeal! Your houses are worth more. They'll move faster . . . easier.

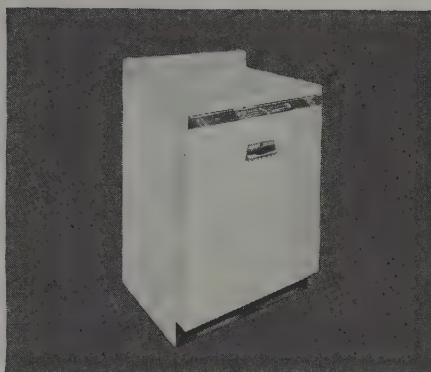
**And buyers benefit, too.** The cost of these appliances is included right in the selling price of the house. By using the Package Mortgage, buyers get these wonderful worksavers for only a few dollars extra a month! (In many cases less than \$2.50 a month.)

Give your kitchens greater appeal with General Electric Dishwashers and Disposalls. And to maintain kitchen design and balance, be sure to specify General Electric cabinets. They're stylish in design, sturdily built and adjustable shelves make them roomier than ever before. General Electric Company, Major Appliance Division, Louisville 2, Kentucky.

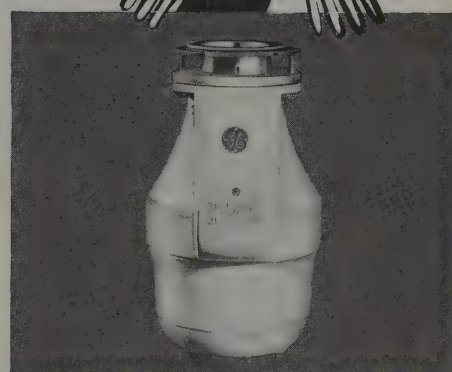
Look at these G-E appliances  
designed and priced especially  
for builders!



**Model SEB 120.** Here's the G-E Sink built especially for you . . . and at a low price you want to pay. The G-E Electric Sink is *pre-plumbed* and designed in *standard sink width*. It costs little more to install a G-E Electric Sink than a regular sink.



**Model UCB 120.** Here's the G-E Automatic Dishwasher so many women prefer. It installs in minutes! And it's designed to satisfy the strictest plumbing codes. Cost-conscious builders know this G-E Dishwasher to be a really powerful sales-maker!



**Model FA 4.** The G-E Disposall is backed by a written 5-year protection plan. A G-E Disposall installs in the sink drain line easily. And G-E Disposalls operate efficiently with septic tanks as well as sewers. Over 100,000 are in operation *right now!*

## WHY GENERAL ELECTRIC?



**Because** you'll find the G-E Electric Sink priced especially for *you!* Make a date to see your General Electric distributor. He'll sharpen his pencil to help you keep your costs *down* . . . your profits *up* with a G-E Electric Sink!



**Because** General Electric means *dependability!* Who but General Electric could offer a written 5-year protection plan carried by the G-E Disposall? There's proof of G-E dependability. The kind of proof prospective home buyers like to have.



**Because** General Electric is the name most people want most! In a recent survey we found 53 out of every 100 people interviewed believed the best home appliances were made by General Electric. On this basis, 1 out of 2 of *your* house-hunters is already pre-sold on G.E.!



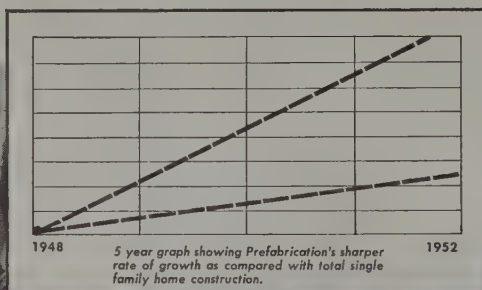
**Because** General Electric means bigger, faster home sales for you! See your nearest G-E major appliance distributor. He can help you change more signs from "For Sale" to "*SOLD!*"

You can put your confidence in —

GENERAL  ELECTRIC



# More and More of America's New Homes are PREFABRICATED!



Swing of Builders to Prefabrication Sets  
New Records as Industry Celebrates

## 10th Anniversary

Responsible for the spectacular gains of Prefabrication is the fact that Prefabrication delivers the *utmost* for the building dollar. New sales records continue to be set in the Prefabricated field because Prefabrication provides permanent, attractive homes geared to comfortable living and meets housing needs quickly and economically. Furthermore, Prefabrication's modern methods result in greater savings, from economy model to luxury home. In 1953, as it celebrates its 10th Anniversary, the Prefabrication Industry is ready for its greatest year. Join this big swing to Prefabrication.

Today, write for FREE booklet, "Build Better, Build Sooner."



**PREFABRICATED HOME  
MANUFACTURERS' INSTITUTE**  
932 20th St. N.W. Washington, 6, D.C.

## REVIEWS

To assist builders who are faced with stubborn municipalities, the second edition of the *Traffic Engineering Handbook* is recommended.

In a new chapter on "Waste Resulting from Excessive Street and Utility Requirements," the costs of "arbitrary and excessive regulations" is spelled out. Specifically there are the cost of cast-iron water mains and catch-basin fittings when asbestos cement and cast concrete would serve equally well; overwide concrete paving on minor residential streets where narrower macadam paving is adequate; 6' walks where 4' are sufficient; excessive setbacks and short blocks.

Attacking the problem of lot widths, the *Manual* says: "Many modern house designs call for large windows in the side walls which would be highly desirable if they looked out on a spacious side lawn area. Placed side by side on narrow lots, this feature becomes questionable. If windows are eliminated, side yards serve no useful purpose and row or group houses might just as well be built . . . Where garages are not used, an unobstructed side yard of 15' in width should be a minimum on the service side of the house . . . The other side yard may be as narrow as 5' on a story-and-a-half house, although this is inadequate for mounting ladders for painting purposes. . . ."

Charts, plans and photos supplement the text, which is clearly presented and organized.

### OTHER BOOKS RECEIVED

**NATCHEZ.** By Nola Nance Oliver. Hastings House Publishers, Inc., 41 E. 50th St., New York 22, N. Y. 72 pp. 6 1/4" x 8 1/4". \$2.50

A picture-and-textbook of houses, churches and interiors not included in the *Annual Spring Pilgrimage* and therefore less well known.

**LONDON HOMES.** By Ralph Dutton. Allan Wingate Publishers, 12 Beauchamp Place, S. W. 3, London. 132 pp. 5 3/4" x 8 3/4". \$3.25

Beginning before the Great Fire (1616), this engaging study of London's domestic architecture is liberally illustrated with old drawings and engravings. Although it does not cover contemporary architecture, it furnishes an excellent background.

**ANTIQUES AT WILLIAMSBURG.** By the Editors of Antiques Magazine. Hastings House Publishers, Inc., 41 E. 50th St., New York 22, N. Y. 68 pp. 9 3/4" x 12 1/2". \$4.00

Photographs and comments on the furnishings of Colonial Williamsburg which should by now be more than familiar to most Americans.

**How  
PARK FOREST  
HOMES INC.  
sells with  
"MODERNFOLD"  
DOORS**

**A Sales Feature  
You Can Capitalize On...**

"Add a room in 10 seconds...or have a 28-foot living room!" Thanks to "Modernfold" Doors, prospects find this sales feature a tough one to forget. Which is one reason why Park Forest is Chicagoland's fastest growing community.

In addition to sparkling sales, "Modernfold" doors speed on-site construction—save labor and materials. They go up in a hurry—complete. No trimming, fitting, painting or hardware needed.

**Now! Add a room in 10 seconds**

In this new 28-foot living room home

**\$14,524**  
In PARK FOREST

Do your Christmas home  
new to wrap up the best  
gift for all your family...  
a PARK FOREST home

Take a Rapid-Size View...

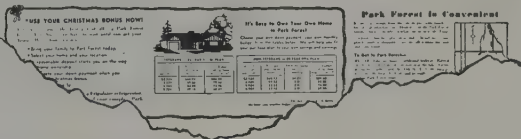
(1) Reasons for Choosing

a PARK FOREST Home

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**PARK FOREST HOMES, Inc.**

Park Forest Homes, Inc., uses full page Newspaper Advertising to sell "room building" advantages of "Modernfold" doors—encourage on-site inspection of model homes.



**Your ideas come to life... for life  
with "MODERNFOLD" doors**

For every room division or door closure problem, there's a simple, economical, space-saving solution. That's "Modernfold," the original folding door.

Specifying "Modernfold" doors keeps clients happy. For these steel framed, vinyl-covered doors can't be equaled *anywhere* for quality of design... for quality and strength of materials.

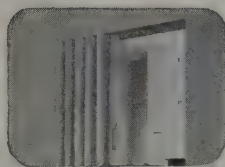
And because this line is *complete*, you're sure to save time and get exactly what you want when you specify better looking, easier operating, longer lasting "Modernfold" doors.

**Sold and Serviced Nationally**

NEW CASTLE PRODUCTS, NEW CASTLE, INDIANA

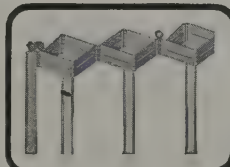
In Canada:

Modernfold Doors, 1315 Greene Avenue, Montreal



**Better Looking**

Fabric covering conceals all operating mechanism. No cornice needed. Adjustable trolleys keep doors hanging flush to jamb.



**Longer Lasting**

Balanced hinge construction both top and bottom. Trolleys attached at hinge intersections. No sidewise twist or pull possible.



**Better Background**

Over 100,000 "Modernfold" doors now in operation—a backlog of space engineering experience that's your guarantee of satisfaction.

**YOU CAN'T GET MORE IN A FOLDING DOOR**



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# NOW...RUSCO

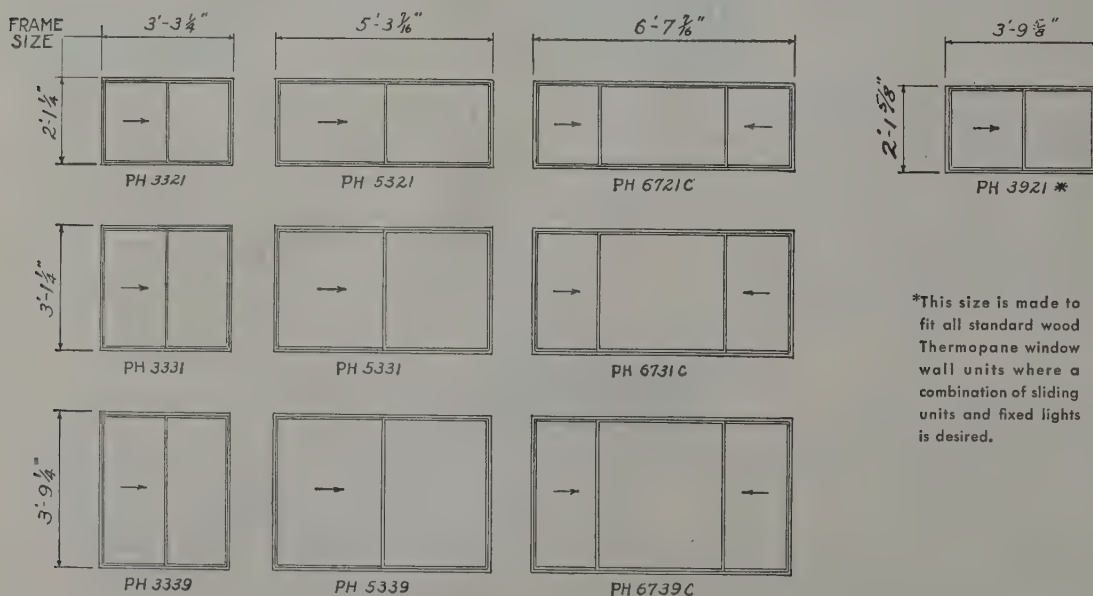
# HORIZONTAL SLIDE



Rusco Horizontal Slide Windows are available in a range of sizes to fit conventional window openings. The standard unit consists of one horizontal slide glass insert with Lumite

screen panel and one fixed light. Also available in composite unit with fixed picture window and sliding right and left hand ventilating flankers illustrated above.

## STANDARD RUSCO HORIZONTAL-SLIDE TYPES AND SIZES



\*This size is made to fit all standard wood Thermopane window wall units where a combination of sliding units and fixed lights is desired.



read the story of

## "The builder who put his head in the sand"

The poor ostrich takes quite a kidding because he buries his head in the sand. As a matter of fact, he's not so dumb . . . he's looking for things that may be hidden **under the surface**.

We know a builder who took a hint from the long-legged bird and discovered hidden costs under the **surface covering** he had been using for roofs. This particular builder had drifted into the habit of using "cheap" covering material, but had failed to notice that, in order to use it, he was paying dearly for extra sheathing lumber to support the cheap roofing.

When he looked at his facts and figures, he found that the solid roof decking **required** for non-rigid ma-

terials had been costing him more than he had "saved" by using inferior shingles. Here are the facts he uncovered by digging deep:

Genuine CERTIGRADE cedar shingles are so strong that they can be applied on **spaced** roof sheathing—you simply use about half as much sheathing lumber in building the roof deck. Naturally, it takes only about half as much labor cost to apply the sheathing.

Well, when he figured up these savings that just come naturally with CERTIGRADE cedar shingles, he found that the so-called **economy** of cheap roof covering material is a false economy. Now he knows that he can give his home buyers the extra quality, extra long life of genu-

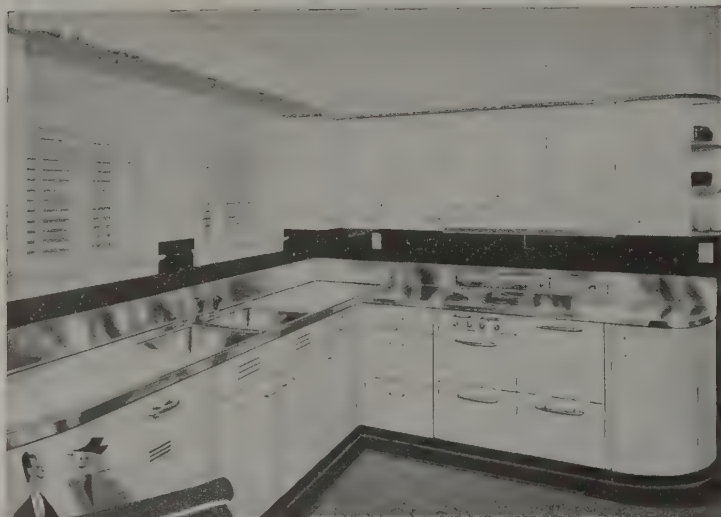
ine cedar shingle roofs . . . at little or no extra cost.

More and more builders are alert for **quality** in these days of increasing competition. And they are finding that cedar shingles, applied on spaced roof sheathing, provide much-needed sales quality at sensible cost.

No wonder so many builders are "going back" to those tried and true CERTIGRADE red cedar shingles!

If you would like to check the comparative costs of cedar shingles on spaced sheathing vs. competitive roofing on solid sheathing, in **your** community, write us for a free cost estimating form. Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Washington or 425 Howe Street, Vancouver, B. C.





## Simplify Kitchen Planning

Planning a modern kitchen is a precision job. Whether it is in the building of a new home or the modernization of an old kitchen—

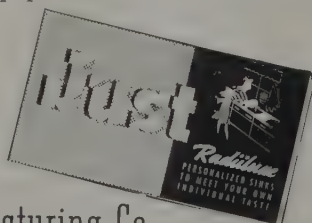
## Just Line Radiiluxe Custom Built Stainless Steel Cabinet Sinks and Tops

can help you simplify your kitchen planning problems. *JUST LINE* Custom built equipment is so flexible, that it can be designed to fit perfectly into any size and shape of kitchen and meet the most exacting personal tastes and requirements of your clients.

*JUST LINE Radiiluxe* Stainless Steel Sinks and Tops give the housewife the three features she insists upon in her kitchen:—**BEAUTY**—because they harmonize perfectly with any color and decoration scheme; **UTILITY**—because they assure the utmost in sanitation and efficiency; **DURABILITY**—because they give a lifetime of service and satisfaction.

That's why leading architects and builders recommend and specify *JUST LINE* Custom Built equipment.

If you want to be sure that you will please your clients, write today for FREE illustrated booklet RS and name of our nearest Factory Representative.



**Manufacturing Co.**  
9233 KING AVENUE  
FRANKLIN PARK, ILL.

## NEW PRODUCTS



**MODULE SIZED ELECTRIC RANGES** adaptable to tight kitchens and budgets

Making more with less may sound like sleight-of-hand fantasy but unfrivolous General Electric is doing just that with its new *Spacemaker* ranges. Proportioned to fit into any kitchen plan as easily as standard base cabinets, the 2' and 3' wide ranges do not skimp on cooking utility. On the contrary, they incorporate many plush features of larger and more costly models. Each of the *Spacemakers* has a capacious oven 21" wide by 18" deep by 15" high—comparable to that of a stan-



dard 40" range. Each has four high-speed *Calrod* surface units and an enclosed broiler and bake unit that can be taken out and washed. A removable vent under a rear surface unit catches grease and moisture from oven vapors and so helps keep walls and curtains clean. Other devices dear to homemakers are push-button controls and an automatic timer. For builders, the *Spacemakers'* prime advantage is their adaptability to small or awkward-shaped kitchens. Also, the savings on space and initial cost—prices range from \$195 to \$255 retail—can be put toward cabinet storage. (FHA does not count those



expensive, clutter-inviting drawer compartments in conventional ranges when tallying up utensil and food storage space for minimum requirements.)

*Manufacturer:* General Electric, Major Appliance Div., 310 W. Liberty St., Louisville 2, Ky.

#### **ELECTRIC CLOCK-ON-THE-WALL** trails no cord tail

Designed to be mounted directly over a 4" wall box, this electric clock is a neat permanent fixture for kitchen or bathroom. More than just a timepiece, *Tel-in-Wall* makes it-



self a practical part of round-the-clock household activities. It provides two outlets for electric appliances—toaster and percolator or shaver and hair drier—and at night sheds soft light on refrigerator raids or trips for junior's drinks of water. The *Tel-in-Wall* retails for about \$15. Its 5" wide by 7" high tapered white plastic case projects just  $\frac{3}{8}$ " from the wall at top,  $\frac{13}{8}$ " at bottom.

*Manufacturer:* Telechron Dept., General Electric, Ashland, Mass.

#### **VENTILATING FAN** with a removable outlet box easy to wire in awkward spots

Fasco's new ventilating fan is easily adapted to outside wall or ceiling installation. Its outlet box can be taken out and connected to the power supply with minimum confusion and then put back in place—out of the path of the air stream so that it will not collect kitchen grease or dirt. The core of the unit



telescopes to fit any wall thickness from  $4\frac{1}{4}$ " up to  $14\frac{7}{16}$ ". The unit can be installed in a

*continued on p. 220*



LEVITT AND SONS, INC.  
MANHASSET, N. Y.

WILLIAM J. LEVITT  
PRESIDENT

December 5th, 1952

Dear Miss West:

I think you should know how effective your color work has been in the detailing of our houses in Levittown.

Now that the first master block of some 1400 houses has been completed it is possible to see how color can be utilized to achieve a varied pattern in houses that are identical in all other respects.

We are very happy with the results and we think it would be a good thing for the country if all builders were to utilize the kind of services you have to offer.

Sincerely,

Miss Beatrice West  
147 East 50th Street  
New York 22, New York

## How to sell homes quickly and economically with **COLOR!**

by Beatrice West *color consultant • interior designer*



Yes, color—properly used—can become one of your top "salesmen". And in most cases, you can put color styling to work for you for less than the retail price of a gallon of good paint per house!

Amazing? It's true! For the Beatrice West organization has color-styled tens of thousands of homes for builders from coast-to-coast... from single, custom-built houses to huge developments such as Levittown. And in case after case, these merchant-builders have told us that the modest cost of color styling has been repaid many times over in added sales... that in many cases it has been the greatest single factor in sales.

But color styling is no job for an amateur. For "bad" color is even worse than drab, "peas-in-a-pod" color. West color styling is an individualized job—custom designed for your problem. Using your blueprints, we study terrain and the sites of the homes. We consider your architecture, your section of the country,

regional color preferences. Then we determine the color selection and coordination of textures for all exterior and interior finish materials to be used on each unit you are building. The result? Whether for ten houses or a thousand, this careful color planning individualizes each home... makes the development a charming, integrated community.

But most important, color styling has been proved as a salesman. Case histories show that houses which were not moving sold out in days after proper color styling.

So don't wait to utilize color in your building. Remember, a good color scheme costs no more than a poor one!

\* \* \*

*We welcome your inquiries. For more information—or for a specific quotation—please call or write—no obligation, of course.*

BEATRICE WEST  
147 East 50th Street  
New York 22, N. Y.  
PLaza 5-1507





*"Buyers really look forward with added pride  
to owning a home equipped with automatic Delco-Heat!"*

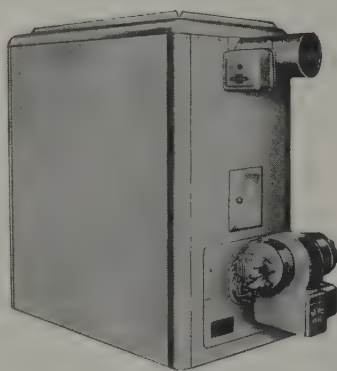
Miller and Linse Housing Development,  
Valley Road, Needham, Massachusetts



## *General Motors DELCO-HEAT adds extra sales appeal to these Massachusetts homes*

MODEL OPC-1D  
DELCO-HEAT  
CONDITIONAIR

Compact, streamlined, comfort engineered to the space-saving needs of today's homes. This unit especially designed for basement installation. Also available in vertical model for utility room or closet and in counterflow model for perimeter systems. Shipped assembled for easy installation.



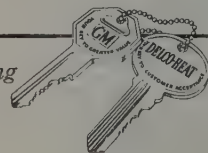
Here is another development of 50 homes where Delco-Heat is really helping to stimulate buyer interest and sales. Shown left to right in top picture are Mr. J.W. Linse, Mr. Ralph T. Woodcock of the Needham Oil Co., Delco-Heat Retail Distributor, and Mr. Walfred R. Miller. Mr. William Heidke of Simco Heating Co., installed the Delco-Heat units. The builders go on to say, "We know that the General Motors name behind Delco-Heat is a definite factor in keeping sales humming. It is assurance to the buyer of the true luxury of automatic heat with amazing savings in fuel costs." For every type of home, every type of fuel, see your Delco-Heat Dealer. His name is in the Yellow Pages of your phone book. Or write Delco-Heat, Dept. HAH, Rochester 1, New York. In Canada, Toronto 13, Ontario.

For a good deal-

**DEAL WITH DELCO**

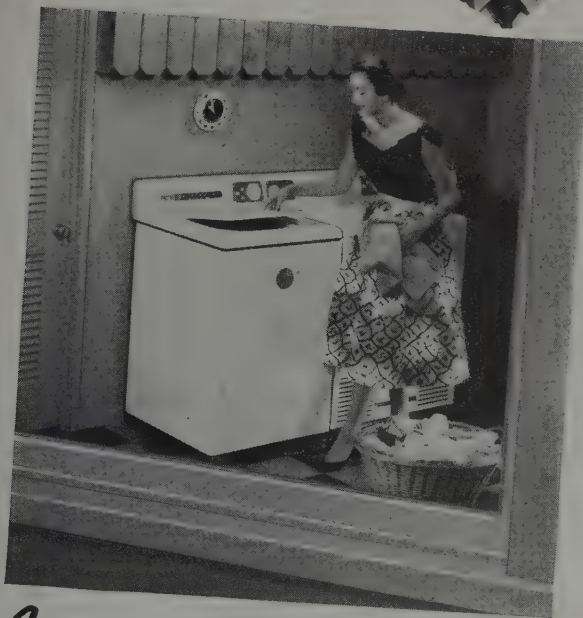
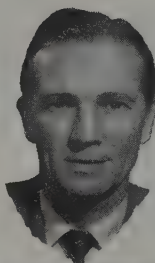


General Motors Engineering  
Delco Production Skill



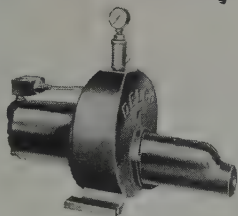
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into your homes even  
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This convertible jet pump is super-simple, super-powerful. Converts quickly and easily to deep well operation if water table falls. For complete information about all pumps, contact your Delco Dealer. Or write: Delco Appliance Division of General Motors, Dept. HAH, Rochester 1, N. Y.

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assure **positive profits** from conventional construction for all builders!



**5 FLOOR PLANS  
17 ELEVATIONS**

More and more builders are turning to Place Homes for *positive profits* with lower overhead... lower inventories... lower investments. Designed by top architects, Place Homes are planned for contemporary living and modest budgets. Such features as Thermopane Windows throughout, Kitchen Maid Kitchens and Radair Heating plus a selection of two, three and four bedroom plans assure you of distinctive *homes that sell*.

Place Homes are shipped factory-cut with some vital pre-assembly to permit fast on-site construction by proved project methods.

Start saving through Place Homes' volume buying... factory-cutting... and labor specialization. Start taking advantage of Place Homes' complete program that includes sales and financial assistance. Thousands of homes already built and sold are proof of this fool-proof plan! Send coupon today for full details!

Place Homes is prepared to give you prompt efficient service throughout Michigan, Ohio, Illinois, Wisconsin, Iowa, Kentucky and Indiana. Place Homes, Inc. 1214 S. Walnut, South Bend, Ind.

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*Beautifully Modern  
Reduces Building Time  
Comes Packaged in Carton*

*Offers* **NEW LIVING COMFORT  
EASY HOUSEKEEPING**

• Here's the revolutionary new window you've been hearing so much about...the window that builders are applauding...the window home owners are specifying—**FLEETLITE** Aluminum Windows. They come, packaged and ready for installation, these complete year-round units combine interior and exterior double hung windows in a four-channel extruded aluminum frame. Keep homes warmer in winter and cooler in summer.

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**FLEETLITE** Windows are the most handsome, most practical windows in America. Get the facts for yourself—today.

WRITE TODAY for complete literature on

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FOR FULL TIME  
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MADE BY...

As advertised in *House Beautiful*, *House and Garden*, *Small Homes Guide*, *American Builder*, *Practical Builder* and *Magazine of Building*.

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AMERICA'S *WINDY* WINDOW

**FLEET OF AMERICA, INC., 102 Pearl Street, Buffalo 2, New York**

**FLEETLITE** double hung windows on each side of **FLEETLITE** matching picture window.



Double windows weather stripped with pile mohair give most complete protection against winter cold, summer heat or dust storms.



Block rain, adjust air flow for inside pleasure by centering the two middle sash.



Sash easily and quickly removed for washing.

## NEW PRODUCTS *continued*

finished wall without replastering: its square grille face will gloss over any rough edges around the hole cut for the fan housing. In operation, when the fan is switched on, the weathertight outside door opens automatically, and when turned off a counterbalanced spring snaps it shut. Tagged *Model 1082*, the new unit is made in 8" and 10" sizes selling for \$28.70 and \$33.95.

*Manufacturer:* Fasco Industries, Inc., Rochester, N. Y.

**SHOWER CABINET** comes wearing modest price tag and heavy plastic curtain

A stall shower can hardly be pegged a luxury when it costs less than \$60 and utilizes just 7 sq. ft. to make two bathrooms from one. Price as well as design flexibility of Fiat's new *Pilot* steel shower cabinet should make it popular with builders. Standing 75" high, the *Pilot* has a reversible panel that permits installation of the valves on either right or left side without any drilling on the job. The cabinet's receptor is heavy-gauge steel finished



with vitreous enamel, and its walls are rust-proof galvanized steel with a baked-on coating of synthetic enamel. Valves, shower head, and recessed soap dish are chromium plated. Packaged complete with a heavy plastic shower curtain, the *Pilot* can be fitted with a *Neptune* shower door which Fiat makes in clear or translucent glass. The 30" size cabinet is priced at \$57.50; the 32" size at \$59.50. *Manufacturer:* Fiat Metal Mfg. Co., Franklin Park, Ill.

**ALL-ALUMINUM ROOF** doubles as effective insulation

More than just a house topcoat, *Aluminum-Lock Shingle* roofing is an integral reflective insulator. During summer it bounces 95% of the hot sun rays off its irregular grainlike surface; and in cold weather helps retain radiated heat within the house. The shingle is fabricated of 20-gauge aluminum alloy and

*continued on p. 224*

# FOR HOMES ON THE DRAWING BOARDS TODAY

## the Preference is for OAK FLOORING

### SAY ARCHITECTS



80%

of the country's architects prefer Oak over all other flooring materials in the homes they are now designing. This is significant because this overwhelming preference applies to homes of all styles and price ranges.

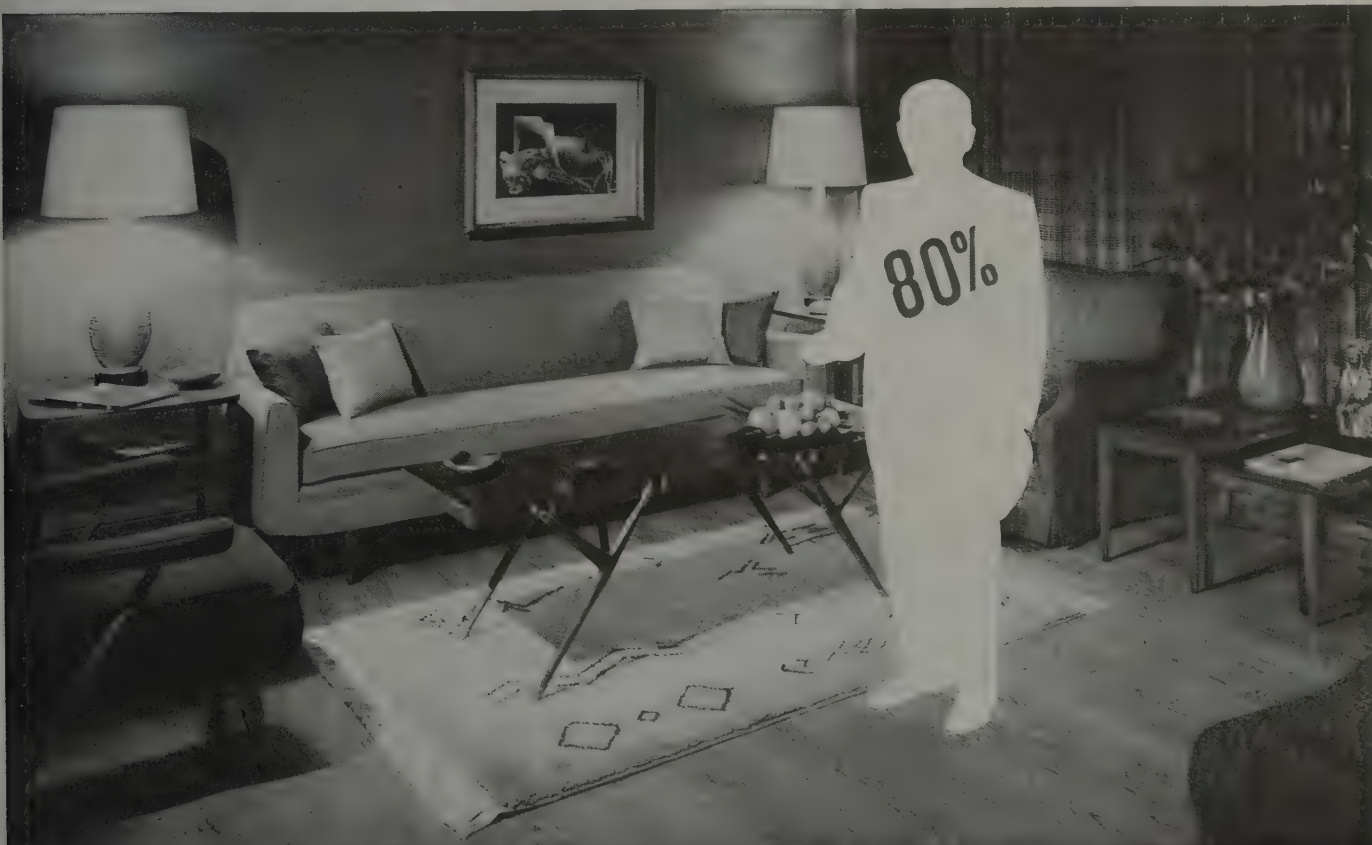
Architects who are concerned with budget-minded builders now specify Oak Flooring for concrete slab construction. They do so with confidence because they know that FHA has approved laying

Oak over concrete using screeds set in mastic. (Send to NOFMA for detailed information on laying Oak over concrete.)

For today's distinctive homes, where the architect works with both the home builder and the interior decorator, Oak Flooring again is high on the preference list. The homeowner wants Oak Flooring because of ease of maintenance. The decorator prefers Oak Flooring because it is *adaptable* to all decorating styles and color schemes. And, the architect knows that Oak's durability makes it the unsurpassed flooring from the structural standpoint.

Oak is the lifetime flooring—the flooring with exclusive 4th Dimension—*Overwhelming Preference*.

See the NOFMA catalog in Sweet's for detailed specifications. National Oak Flooring Manufacturers' Association, Sterick Building, Memphis 3, Tennessee.



## Overwhelming Preference...OAK'S 4<sup>th</sup> Dimension

- ARCHITECTS 80%
- REAL ESTATE AGENTS 96%
- CONTRACTORS 88%
- FUTURE HOME OWNERS 83%

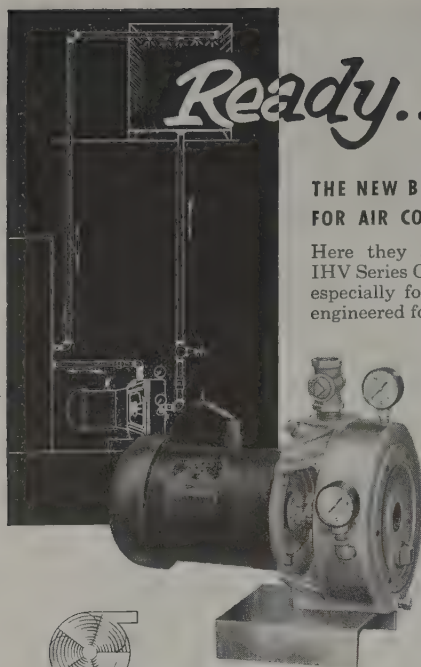


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- Full length solid stainless steel shaft. Assures perfect alignment of motor, shaft and impeller.
- Balanced bronze impeller means smooth, quiet operation.
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An exclusive Burks impeller design with straight-line volute. Increases efficiency, performance, capacity.

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...and for years to come

## Gulf Spray

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FOREST HILLS, NEW YORK

## There's wall space galore...



### When the heat's in the floor!

The prime purpose of a heating system is to heat, of course, and radiant panel heating does that superbly. But these modern heating systems have much more to commend them from a woman's point-of-view. And what women want, men get for them.

Because the heating panels of steel pipe are concealed beneath the floors or in the walls or ceilings, every inch of wall and floor space becomes available for use and decoration. Rooms seem larger, as a result, and furniture can be positioned in many more ways for complete decorative freedom. Women love that, just as they appreciate the greater cleanliness because there are no drafts, blasts, or hot or cold spots to cause

wall streaks and dirt deposits.

So, more and more, architects, builders, and plumbing and heating contractors are planning, specifying and installing "invisible" heating (as the ladies call it!), utilizing the natural advantages *steel pipe* offers for radiant panel systems.

They know that steel pipe has demonstrated its durability through more than 60 years of performance in hot water and steam heating systems. They know that, to the advantage of economy, may be added the factors of formability and weldability essential to satisfactory fabrication of coils and grids.

Yes, *steel pipe* is *first choice*... for radiant heating, snow melting and other applications, the most widely used *pipe* in the world!

**Steel Pipe  
is First Choice**

A free 48 page color booklet "Radiant Panel Heating with Steel Pipe" is available. Write for your copy.

### COMMITTEE ON STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

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# DON'T GAMBLE WITH LESS THAN TOP PERFORMANCE TO VENTILATE THE MODERN KITCHEN



**TRADE-WIND  
CLIPPER  
VENTILATORS**

Only a Trade-Wind Clipper gives you the powerful, quiet suction through dual centrifugal blower wheels to adequately ventilate such kitchens as the photo shows.

Here is Trade-Wind Ceiling Model 2501 specially installed in the brass lined center canopy. The unit is equipped with 2-speed control—low speed for normal cooking and high speed to develop the full 425 CFM for heavy duty.

Trade-Wind also makes Model 3501 for installation in a cabinet or soffit directly over the stove where the newest designs call for this type of installation.

Write for complete information

TRADE-WIND MOTORFANS, INC.  
5725-B South Main Street  
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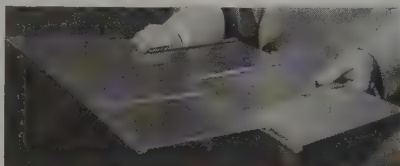
**TRADE-WIND  
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## NEW PRODUCTS *continued*

is designed to interlock on four sides for positive protection against wind and rain. Starter and gable strips, valleys, flashing, hip and ridge caps—even the nails—are made of aluminum for complete resistance to corrosion and termites. The entire roof, applied over a



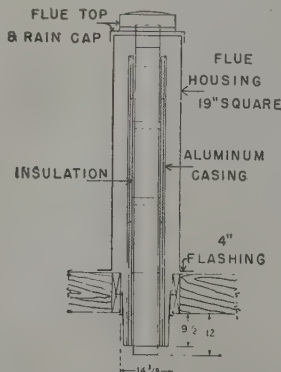
30 lb. felt base, weighs only 40 lbs. per square. It can be painted, or left as is to weather to a soft gray, without appreciable



loss of insulating qualities. The manufacturer estimates the initial cost of *Aluminum-Lock* is three times that of asphalt shingle, but cites savings for the builder in ceiling insulation and in labor time because of the roofing's design for quick assembly. An incidental and unique feature of the aluminum product is that it will greatly enhance TV reception by directing random air waves to a roof antenna. *Manufacturer: Aluminum-Lock Shingle Corp. of America, 725 S.E. Powell Blvd., Portland 2, Ore.*

### PREFAB CHIMNEYS made for pitched roofs and flat tops

With the addition of a packaged flue for flat-roofed, one-story structures, Condensation Engineering rounds out its line of economical, factory-engineered *Vitroliner* chimneys. Sup-

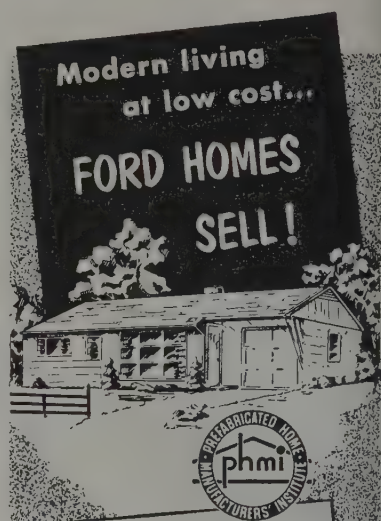


ported by straps nailed to ceiling joists (16" o.c.), the new unit can be installed by one man in less than an hour in any part of the house. The chimney's steel pipe core, made

*continued on p. 228*

## CONTRACTORS and BUILDERS:

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- 50 standard models plus special designs
- Choice of exterior treatment
- Quality materials & workmanship
- Complete Factory-Built panels
- Delivered direct to your foundation
- Erected in less than 60 man-hours
- High appraisals, easily financed

These are only a few of the reasons why builders throughout the Northeast prefer the Ford Home package. Ford Homes are available in modern, or conventional style—require no compromise with real comfort and convenience. Flexibility in design assures quick sales and satisfied customers.

**Triple profits**—less labor—less sales effort—lower cost, faster turnover, less invested capital, no material chasing with Ford Factory Built Homes. Write today for free catalog and dealer application or plan a visit to our plant.

Manufacturing franchise also available.

**FORD HOMES**  
McDonough, N. Y.

# Johns-Manville *TERRAFLEX* tile,

made of vinyl plastics and asbestos,  
offers advantages never before  
combined in one type of flooring



## COLORS ARE CLEARER

The vivid colors of Johns-Manville Terraflex Flooring have a clarity and warmth that add beauty to any interior—keep their *first day newness* for a lifetime. The wide range of marbled colors in harmonious and contrasting shades offers unlimited freedom of design.



## EASIER TO MAINTAIN

Terraflex is resistant to grease and oil, alkaline moisture and mild acid solutions. It is easy to clean and even caustic soaps which permanently damage other types of resilient floorings will not affect Terraflex—it cannot “wash out.” Many different decorative inserts are available to add interest and individuality to floor design. Knife-fork and teakettle inserts are shown above. Moisture-resistant, Terraflex is ideal for laying over radiant-heated concrete floors in direct contact with the ground.



## WILL LAST A LIFETIME

Although Terraflex is extremely resilient, it will outwear other types of decorative floor coverings two to one. With its superior flexibility it conforms to uneven surfaces and absorbs the normal floor play. It does not crack, curl, become loose, or brittle, or shrink around the edges. It does not become fuzzy or scratch or lose its sheen from constant wear.

FOR THE BEST there is in flooring—look to Johns-Manville Terraflex.

Send for a free brochure showing the full color line of Johns-Manville Terraflex and Asphalt Tile. Write Johns-Manville, Box 60, New York 16, N. Y.



# Johns-Manville

TERRAFLEX AND ASPHALT TILE FLOORING





## COMMON NON SENSE



Quinn Kaplan

"And they said cheap roofing saves money!"

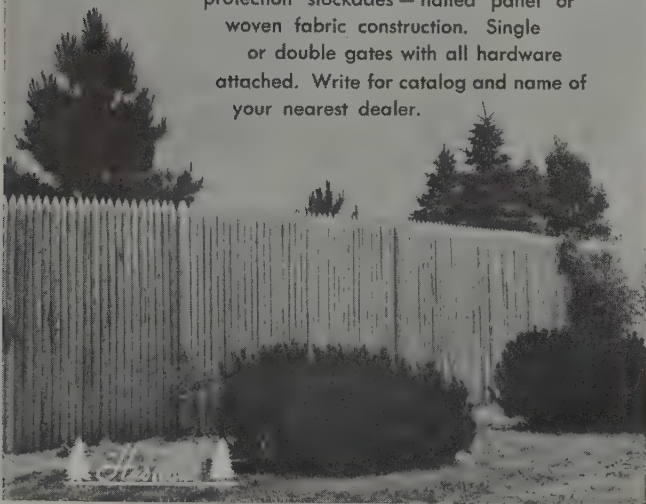
**COMMON SENSE:** CHEAP ROOFING MATERIAL forces the builder to use *twice as much* sheathing lumber and *twice as much* labor applying sheathing. This fellow could have had a genuine CERTIGRADE cedar shingle roof, on spaced sheathing, for less cost!



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**HARLOC**

*Pacemaker Shelton*

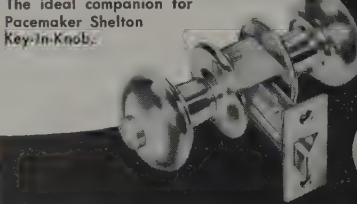
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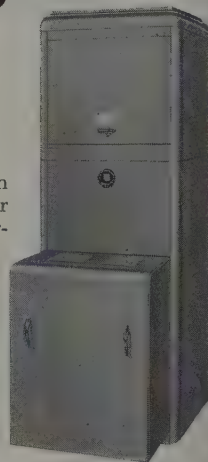
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**MEYER "B"**  
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Series B-11



Series B-1

	Input	Output	Height	Length	Width
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B11 Gas	105,000	84,000	69"	25"	25"
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Complete } Gas — Input 55,000 to over 1 MILLION Btu/hr  
range of sizes } Oil — Output 45,000 to over 1 MILLION Btu/hr

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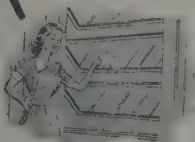
about the

## ALL ALUMINUM MIAMI AWNING WINDOW

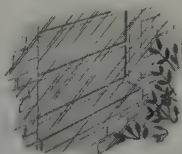
Today's woman exerts an increasing influence in the building of her home. She wants inside facts about features that make housekeeping easier.

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Then too, the homemaker, being economical, is interested in knowing that Miami Windows close tighter reducing cold air infiltration to an absolute minimum - thus cutting fuel costs.



Easy to clean from inside



Positive weathertight construction.



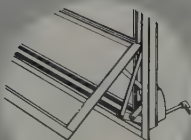
Recessed inside for screens and storm windows



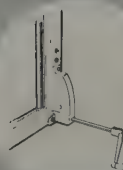
The Original Awning-Type MIAMI WINDOW <sup>®</sup>



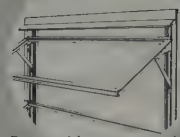
For further information write, wire or phone Dept. HH-5 or see Sweet's Architectural File  $\frac{3c}{Mi}$



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Extra wide vents provide 24 hour ventilation

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Richflex Reflective Insulation makes insulation an easy matter in keeping with job economy.

With Richflex you do a 4 way job—keep winter heat in, summer heat out, create a moisture barrier, and a cold air barrier. Richflex turns back more than 75% of the heat rays striking it.

Use Richflex in side walls and in floors. Richflex in ceilings will cut temperatures by 15° by preventing thick insulation from storing sun heat during summer months. Ask for details.

**Richbead**

Richbead brings the protection of metal to both exterior and interior corners for new and existing homes. It eliminates bugged up corners at doorways, arches, reveals and soffits and it covers cracks caused by settling in interior corners.

Richbead consists of a metal angle glued to joint tape and it can be installed by anyone. Richbead allows great savings by the elimination of casings around doors and windows and it means a real saving in time because it does away with the use of any piece of wall board. Ask for details.

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## NEW PRODUCTS *continued*

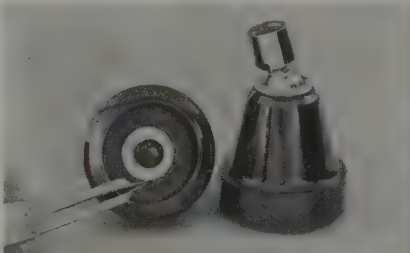
with bell and spigot joints, has a coating of acid-resistant vitreous enamel inside and out. Insulation, 1" thick, and a metal casing are said to insure high stack temperatures and good draft as well as to protect nearby wood members from any dangerous heat. *Vitroliners* are listed by Underwriters' for use with coal, oil, or gas heating units, and are adaptable to suspension-type or stand-up furnaces. They come with flue diameters of 6", 7", 8" and 10". On the flat-top unit pictured, the 19" square sheet-metal housing extends from 3' to 6' above the roof line. *Vitroliner* prices run from \$50 to \$75 for one-story models up to \$100 for two-story.

Manufacturer: Condensation Engineering Corp., 3511 W. Potomac Ave., Chicago 51, Ill.



**SELF-CLEANSING SHOWER HEAD** yields efficient spray on little water, low pressure

Operating on as little as 5 lbs. water pressure, the *Magic Fountain* shower head should prove a boon in water-short areas. Without sacrificing washing effectiveness or shower comfort, the new device uses half the water of a conventional shower head. Even where water is plentiful, the saving can be reflected in water heating costs. The conical body of the *Magic*



*Fountain* is molded of chip and corrosion- and chip-resistant phenol plastic. A crepe rubber diaphragm pierced with fine slits regulates the flow. By adjusting a set screw, pattern and pressure can be altered from a spindling stream for the athletic bather to a restful bubbling spray for the languorous. Price to builders for the shower head is around \$5.30.

Manufacturer: Magic Fountain, Inc., Wal-  
tham, Mass.

**INSULATION-VAPOR BARRIERS** are made for masonry construction

Two kinds of insulation recently developed to increase the thermal effectiveness of concrete, masonry block, and brick walls are *Alfol* type

*continued on p. 232*

## A "BUILT-IN" FEATURE THAT SELLS HOMES!

In Cleveland . . .

Project builder orders 1000 Chore Boys

In Detroit . . .

Builder buys Chore Boys in 50-lot quantities

In South Dakota . . .

U.S. Air Force 561-unit housing project specifies Chore Boy Incinerators

**CHORE BOY**

GAS INCINERATOR

AT SPECIAL  
BUILDERS' PRICES



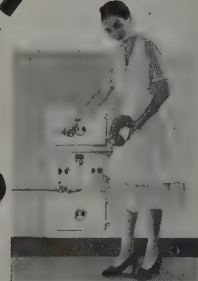
Model 14-5

**\$51<sup>97</sup>**

Wall mounted, this model can be completely installed in less than 1 hour. Heavy steel shell, cast iron door and grate, high temperature lining. Size: 16" wide x 24" high x 11" deep. Capacity: .67 bushels.

Quantity  
discounts  
on all  
models

Model W-2



**\$63<sup>05</sup>**

This wall-style model, most popular in new homes, requires no extra installation time. Heavy steel exterior, cast iron front and grates, high temperature lining. Size: 16" wide x 16" deep x 33" high. Capacity: 2 bushels.

**SEND YOUR ORDER TODAY!**

Ship me \_\_\_\_\_ CHORE BOY Incinerators; Model \_\_\_\_\_

☐ Check Enclosed ☐ C.O.D.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**INCINERATOR PRODUCTS CO.**

685 POST AVE. S. • DETROIT 17, MICHIGAN

***Gates cuts costs***

***...and lower costs***

**SELL  
houses!**

**HOW DOES *Gates*  
CONCRETE FORMING  
CUT COSTS?**

***up to 60% labor savings!***

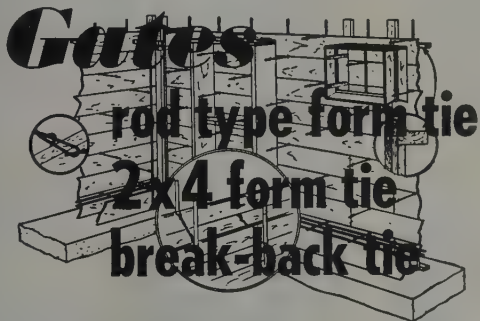
Eliminates hand-tying, extensive walering, much bracing, much of the lumber handling and a tremendous amount of hand-sawing and fitting.

***save 75% on hardware***

Gates form ties eliminate bulk wire purchases, and you'll use less than one-fourth the nails.

***all lumber recoverable***

Lumber comes off form clean, unscarred by nails. Log cabin corner fitting leaves longer lumber.



**INVESTIGATE TODAY!**

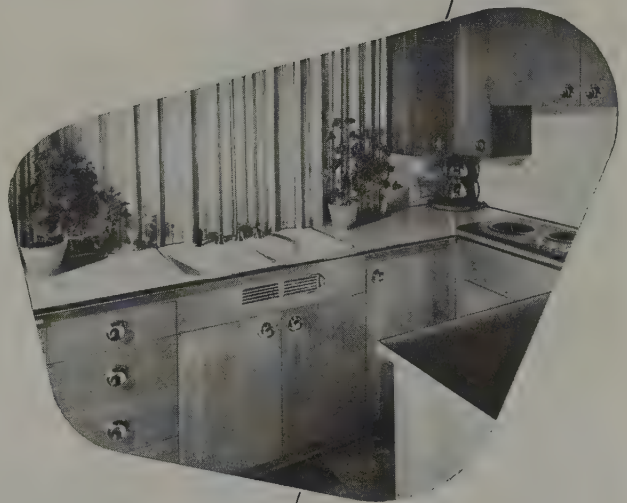
Complete catalog and details sent free.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

***Gates & sons, INC.***

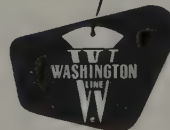
80 So. Galapago • Denver, Colorado

***Cabinet Hardware  
That Sells Homes...***



Cabinet Hardware can do more than open doors, it can open a whole new field of cabinet design. It can add "the finishing touch" that makes women say "my what a beautiful kitchen!"

It can only be done with unique hardware. Washington is unique.



**WASHINGTON LINE**

Ask your dealer or write to:  
**WASHINGTON STEEL PRODUCTS, INC.**  
Dept. HH-5, Tacoma 2, Washington



# WEATHERSTRIPPED DOUBLE-HUNG WOOD WINDOWS show infiltration ratio

# 6

# TIMES LESS

... than non-weatherstripped windows by actual test of weatherstrip manufactured by members of the Weatherstrip Research Institute. (University of Minnesota Institute of Technology Testing Laboratory.) Effectiveness is greater than 6 for average or poorly fitted windows.

## Reduction in Air Infiltration Through Windows Due to Weatherstripping (Unlocked—no storm sash)

Type of Fit	Weather-stripped	Non-Weather-stripped	Weatherstrip Effectiveness†
Well	14.2	61	4.30
Average	16.7	104	6.24
Poorly	23.8	163	6.85

\*At a pressure of 0.20 inch of water (20.4 mph wind velocity).

†Ratio of non-weatherstripped to weatherstripped par-infiltration.

The above facts, plus the complete story on weatherstripping is presented in Bulletin No. 35—"Air Infiltration Through Weatherstripped and Non-Weatherstripped Windows," published by the University of Minnesota, Institute of Technology. The facts showing the economic value of weatherstrip are based on over-all research of climatic conditions in 12 selected cities in the U.S. covering a full range of weather conditions.

THE SYMBOL OF  
INSTITUTE MEMBERS

**WEATHERSTRIP Research  
INSTITUTE**

OFFICE OF THE SECRETARY  
BOX 101 - RIVERSIDE, ILLINOIS  
DEPT. HH-53

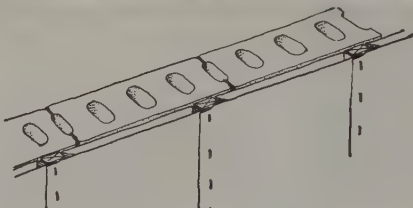
Please send my FREE Copy of the 47 page,  
illustrated Bulletin No. 35.

NAME \_\_\_\_\_

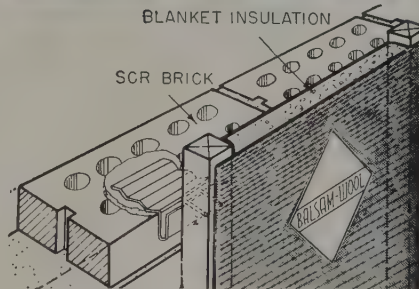
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## NEW PRODUCTS *continued*



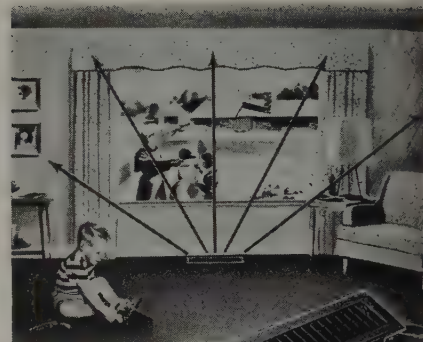
1-A and Masonry Balsam-Wool. The *Alfol*, pictured above, consists of aluminum foil and a layer of waterproof duplex laminated kraft paper. It utilizes the reflective surface of the foil and the 1" air space between foil and the room-side skin for effective insulation. It comes in compact rolls containing 250 sq. ft. and can be stapled to 1" x 2" furring strips set 16" o.c. The 7/8"-thick blanket-type *Balsam Wool*, shown below applied to an SCR brick wall, is completely enclosed in asphalt



saturated liners. It is made in two widths for attachment to strips 16" or 12" o.c. Each of the insulating materials costs around 5¢ per sq. ft., plus installation.

**Manufacturers:** *Alfol*—Reflectal Corp., subsidiary of Borg-Warner Corp., 155 E. 44th St., New York 17, N. Y. *Balsam Wool*—Wood Conversion Co., First National Bank Bldg., St. Paul 1, Minn.

*continued on p. 236*



from  
floor  
outlets

*It must be better—  
to be so widely copied*

# Lima DIFFUSERS

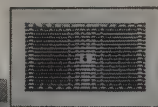
assure you of proper  
air distribution in  
perimeter heating

Originally developed by Lima engineers and widely copied ever since, Lima Diffusers have helped popularize perimeter heating. The illustration above shows how the Lima Floor Diffuser does the complete job. It diffuses a fan-shaped blanket of warm air at reasonably high velocity to stop cold in critical areas . . . and . . . it pulls air from within the room into circulation without drafts. Sizes include 2" x 12", 2" x 14", 4" x 10", 4" x 12" and 4" x 14".

This same correct diffusion pattern can be secured from wall outlets with the new Lima "45" Wall Diffuser as shown in the illustration below. Sizes include 10" x 6" and 12" x 6". Ask your wholesaler or write direct for literature.

**Lima** register company  
World's Finest Diffuser and Register Plant LIMA, OHIO

sold exclusively through heating wholesalers and manufacturers



from wall outlets





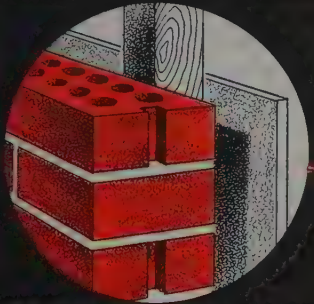
Build a better sales story  
from the ground up with

# SCR brick\* walls

- ▶ When you build with "SCR brick," the sales appeal of your houses climbs with the walls—there's no need to rely on costly last-minute "extras."
- ▶ You offer just what most home buyers have always wanted—fire-safe, durable, solid brick at a cost that competes with frame.
- ▶ And you can point to each of the features shown here as evidence that you are supplying more house for the money.



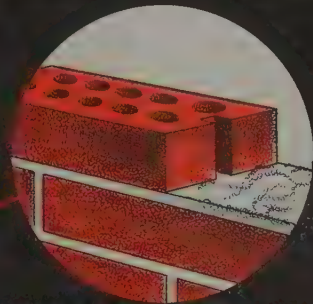
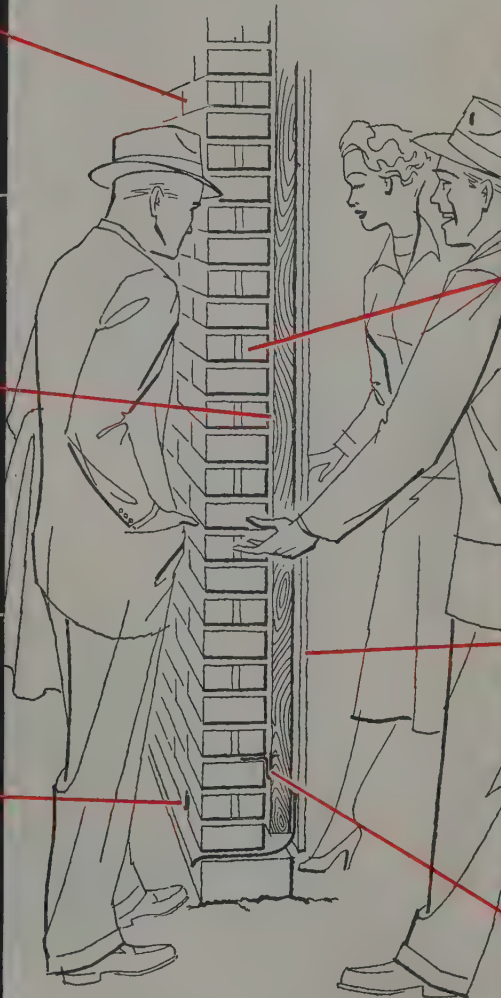
**LOW INITIAL COST**—This larger, thru-the-wall brick cuts costs by eliminating "backup," speeding construction. Meets all national building code requirements for single-story houses.



**ALL-WEATHER PROTECTION**—2" air space formed by furring strips acts as moisture barrier and insulating space for year-round comfort, reduces fuel or air-conditioning costs.



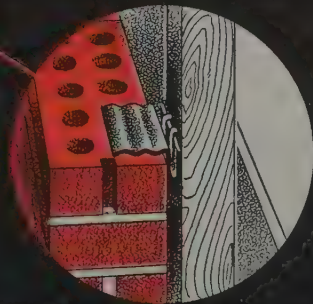
**DRY WALLS**—Weep holes and base flashing keep cavity dry—an inexpensive built-in sales feature showing quality construction.



**CUSTOMER PREFERENCE**—Most people want brick—for maintenance savings, lower fire insurance rates, higher re-sale value, lasting beauty.



**CHOICE OF INTERIORS**—Variety of finish is offered through either plaster or dry wall materials—with assured protection from air space.



**PRECISION-BUILT**—Special furring clips preserve strips by preventing contact between wood and masonry, also simplify construction.

free booklet "HOW TO BUILD HOMES THAT SELL WITH THE 'SCR BRICK'" gives full construction details. To get one, just write us. Address: HH-5.

\*Reg. TM, SCPRF, Patents Pending



**STRUCTURAL CLAY PRODUCTS INSTITUTE**

1520 18th Street, N. W., Washington 6, D. C.



# FEATURES SELL HOMES!

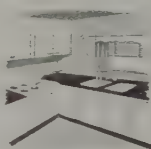
In the homes  
you build...  
FEATURE  
"Comfort from Moving Air"

Builders today know that buyers, above all else, want *comfort*! The house that sells is the house that has comfort *built-in*!



**FEATURE** a master Home - Conditioning Fan in the attic; say, "This house stays up to 15° cooler in Summer, fresh all year."

**FEATURE** a Kitchen Ventilator; say, "No greasy smoke, no cooking smells! This house stays clean!"



**FEATURE** a Bathroom Ventilator; say, "No musty moisture, no lingering odors in this bathroom!"

These are features that turn *prospects* into *buyers* at little extra investment!



For accurate, illustrated, detailed information on how to install and sell "Comfort from Moving Air" in the homes you build, send for this comprehensive 200-page book, the most complete guide to air-moving equipment ever published. Produced by Torrington in cooperation with more than 100 American makers, it's your fastest guide to speedy sales. It's **FREE** — write for your copy today!



## THE TORRINGTON MANUFACTURING COMPANY TORRINGTON, CONNECTICUT

Western Div: Van Nuys, Calif. • In Canada: TM Co., Ltd., Oakville, Ont.

Box 808-X, TORRINGTON, CONNECTICUT  
Please send my **FREE** copy of the '53 **GOLD BOOK** "How to have Comfort from Moving Air."

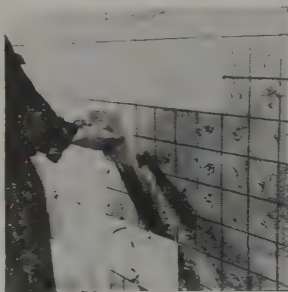
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## NEW PRODUCTS *continued*



**PORCELAIN-ON-STEEL TILE** stacks in precise pattern over scored backer-board

Even a 10-thumbed workman would be hard put to do a less than perfect setting job with *Veos* porcelain enameled wall tile. A unique foundation board, grooved to grip flanges on the tile, makes precise alignment practically foolproof. In new construction the board—which also acts as thermal and acoustic insulation—is nailed on a level line to wood sheathing or to 1" x 3" horizontal strips 6" o.c. The tile is buttered with adhesive (or, as pictured below in a Levitt-engineered application, the board gets the glue) and set in place. The crisp, uniform seams are then pointed



with white or tinted waterproofing grout. Wafer thin (tile and board together are just 9/16") *Veos* units combine the light weight of metal tile—1.15 lbs. as compared to clay's 4 to 6 lbs. per sq. ft.—with the wearability of ceramic. Actually, the face of the *Veos* tile is ceramic—vitreous enamel fused to steel. Because this porcelain surface has the same expansion characteristics as its steel backing, it will not craze or crack. Nor will the fired mineral pigments vary or fade. The gray, wide and handsome tile shown are 8 1/4" square. Smaller standard sizes are available

*continued on p. 240*

**IN LEVITTOWN, PA,**

**EVERY HOME**

**IS HEATED WITH**

**YORK-HEAT**

**TABLE TOP BOILERS**



**REVOLUTIONARY NEW BOILER  
NOW AVAILABLE TO ALL  
BUILDERS AT LOW PRICE!**

This small in size (25" x 30" x 36" high) and large in capacity (102,000 B.t.u. per hour) boiler unit for radiant or hot water heating is being installed in every home in Levittown, Pa., and is available to all builders at low prices, made possible by this mass production

**SMALL SIZE • OIL OR GAS**

York-Heat Table-Top boilers are fired with either oil or gas depending on your needs. Controls are enclosed within the gleaming white cabinet.

**SEVEN MODELS AVAILABLE**

A complete range of models for all heating applications are available, all approved by Underwriter's or A.G.A. Boiler is ASME inspected and has FHA approval.

**YORK-SHIPLEY, INC., YORK 10, PA.**

Please send details on York-Heat Table-Top Boilers immediately.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ Check here if gas is available in your area.

# with this **sensational,** equipment—by **Coleman®**

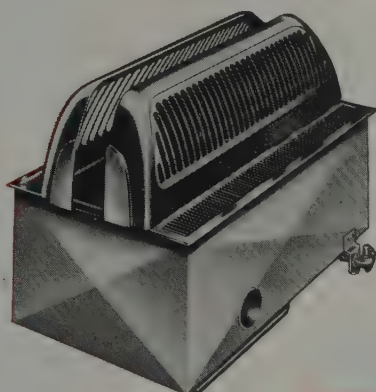
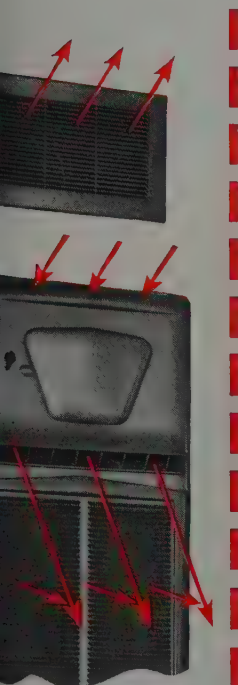
**FLOOR FURNACES** with heat-making,  
fuel-saving efficiency **OIL GAS LP-GAS**

**Fits in floor—takes no space. Heats 2 to 5 rooms**

...e-savers the home buyer always appreciates! Com-  
pact units that fit in the floor. No basement  
needed, no air ducts, no trouble installing. Perfect for  
years of trouble-free operation, they give complete  
range of fresh warm air 3 to 5 times an hour.

...l models have exclusive new Coleman Fuel-Air  
control that saves up to 25% of fuel. Gas models  
many Coleman exclusive features—Stainless Steel  
burner, full gas flow on only 3½" of water pressure,  
Streamlined Bottom for 35% faster air flow.

**REGISTER MODEL (at right)**—lies flush with floor,  
takes no space. Efficient, quiet performance with 84%  
efficiency register for maximum heating comfort.



← **DUAL WALL MODEL (at left)**—fits  
beneath wall or partition, heats two  
adjoining rooms at same time. A  
complete, compact unit easy to regu-  
late and keep clean.

Send for more information on these  
scientifically engineered, attractively  
designed wall heaters and floor fur-  
naces that give low-cost homes pow-  
erful sales attraction. The Coleman  
Company, Inc., Wichita, Kansas.

See our catalog in Sweet's File for Builders

Comfort costs so little with a



America's leader in home heating

ALL EQUIPMENT AGA APPROVED OR LISTED  
WITH UNDERWRITERS' LABORATORIES

**THE COLEMAN COMPANY, INC.**

Dept. 653-H, Wichita 1, Kansas

Please send information on Coleman Wall Heaters  
and Floor Furnaces. ☐ Oil ☐ Gas ☐ LP-Gas

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

No matter how big or small your home, there's a Coleman to heat it better

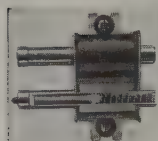


## INSTALL 'EM FORGET 'EM



### ONLY RITTENHOUSE DOOR CHIMES

have the **FLOATING  
PERCUSSION UNIT!**



This is the only chime striker unit that eliminates metal to metal contact between plunger and solenoid tube.

HERE'S WHAT it does—assures dependable, quiet, service-free chime performance. It ends annoying hum, buzz and sticking plungers. No Rittenhouse Door Chime with Floating Percussion Unit has ever been returned for servicing because of jammed or sticking plungers . . . most common cause of failure with conventional chime design.

### plus Matchless Tone

The melodious golden tone of Rittenhouse Door Chimes is due to flawless craftsmanship, finest quality materials and precision engineering. More than a million in daily use.

### and A Style for Every Home

There's a Rittenhouse Chime design for every type home—apartment, cottage, ranch or mansion. 15 models from \$4.95 to \$116.00 list.



THE SENTINEL \$15.95 list

See your electrical contractor or write direct for all the facts on the complete Rittenhouse Door Chime Line.



THE RITTENHOUSE CO., INC.

33 Allen Street, Honeoye Falls, N. Y.

Please send information on your complete chime line.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## NEW PRODUCTS *continued*

in 12 other stock colors, as well as larger tile and special colors in quantity orders. In-place cost of *Veos* comes to around \$1.60 per sq. ft.

Manufacturer: Porcelain Enamel Products Corp., Div. of The Bettinger Corp., Rehoboth, Mass.



### FLOOR-TO-CEILING CLOSET FRONT shipped with overhead track attached

Topping its own *Novoply* sliding doors (H&H, Apr. '52) National is now packaging a closet front with cupboard as well as wardrobe doors made of US Plywood's warp-resistant wood-waste board. Delivered with hardware attached and headers and jambs, the new combination requires no framing above the doors in an 8' high room; it trims right to the finished ceiling. Units are made to fit rough jamb openings 3', 3'-6", 4', 5' and 6' wide. The largest, pictured above, sells for about \$26. No dust-inviting grooves nor projecting separators are needed between closet floor and room because the wardrobe section operates on a ball-bearing overhead track. (Adjustments can be made easily to compensate for an irregular floor line.) Both pairs of doors have conveniently placed round pulls and are banded with a neat oak molding. The closet can be painted or stained to bring out the natural wood-chip pattern of the *Novoply* laminate.

Manufacturer: National Door Co., 163 Avenue A, Bayonne, N. J.



### CEILING DIFFUSER nests lighting fixture

Widely accepted in big construction, overhead air distribution has not been adopted to any great extent for residential heating or cooling largely because diffusers have not been geared

*continued on p. 244*

# SUN-SASH

air-controlled louvred windows



## America's Largest Selling Lowest Cost Louvred Window



### SUN-SASH Features:

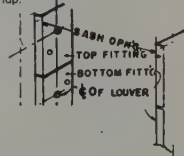
- Automatic locking
- Inside cleaning
- One-finger operation
- Fits any size opening
- Draftless ventilation
- Screens or storm sash can be fitted to the opening
- Can be installed vertically or horizontally.

SUN-SASH . . . a louvred window that is designed specifically to meet your building needs. Sun-Sash is perfect for new construction or remodeling . . . for kitchen windows . . . porches . . . breezeways . . . interior partitions . . . bathrooms . . . attic ventilators and cellars. Specify Sun-Sash air-controlled louvred windows. — America's largest selling louvred window.

### MULLIONS

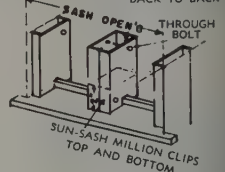
#### DOUBLE HEIGHT

With jamb fittings butted over each other. Cut 1/2" (1/4" from bottom of top Sun-Sash) to provide glass overlap.



#### DOUBLE WIDTH

WITH CENTER MULLION OF 2 JAMB FITTINGS FASTENED BACK TO BACK



### INSTALLATION IS EASY AND INEXPENSIVE



Screw on Sun-Sash fittings to side of window frames.



Slide glass louvers in to rattle-proof spring clip holders.



Close end of clips over glass to hold blades firmly in position.

### MAIL THIS COUPON FOR FREE CATALOG

SUN-SASH COMPANY  
38 PARK ROW, N. Y. 38, N. Y.

HH-2

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

with beauty that sells and sells!

# WEDGEWOOD

**Georgia-Pacific's new textured wood wall paneling gives you powerful new sales appeal at low cost**

With WedgeWood you can turn prospects into customers: give them style, beauty, texture, give them color . . . give them new decorative ideas . . . AND reduce your costs. WedgeWood adds distinction and charm to any home design or style . . . raises them far above the ordinary in the eyes of your prospects. WedgeWood can be used in full-room or one-wall treatments . . . gives you an important edge over

competitive builders in your area.

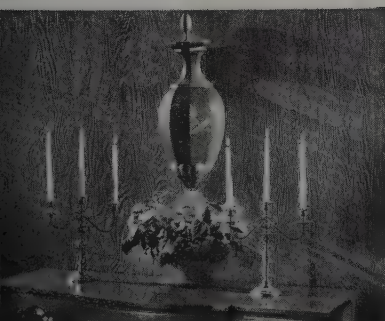
The swirling grain and rich, sculptured texture of WedgeWood lend themselves to dramatic two-tone color effects that are in complete accord with the sweeping trend to texture in decorating.

Let WedgeWood help you sell the next homes you build.



WedgeWood blends harmoniously with modern furniture, fabrics and accessories.

**WedgeWood brings you limitless new styling and color possibilities**



WedgeWood fits with timeless ease into traditional decor. Your customers will find their favorite style fits right with WedgeWood.

**How builders use WEDGEWOOD in occasional or full-room treatments to create exciting effects and dramatic interiors**



In an entrance hallway, WedgeWood paneling provides a warm welcome.



In a bedroom, WedgeWood creates a restful, relaxing atmosphere . . . hospitality and comfort in a guest room.



In a living room, WedgeWood's natural grain pattern adds style and beauty.

*Use this Background of Beauty as a Cost-Cutting Sales Feature.  
See your Georgia-Pacific Representative or write to*

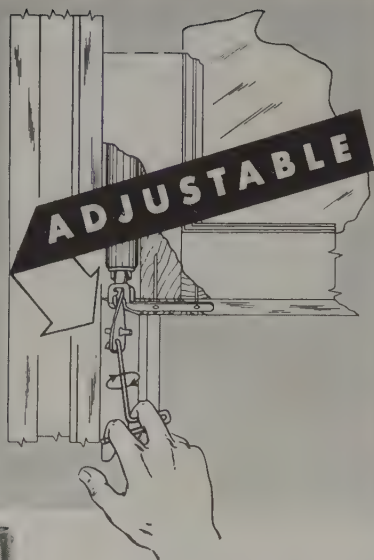


**GEORGIA — PACIFIC**  
**PLYWOOD COMPANY**

Dept. E, 605 North Capitol Way, Olympia, Washington

OFFICES OR WAREHOUSES IN: Augusta, Baltimore, Birmingham, Boston, Chicago, Cleveland, Columbia, Detroit, Fort Worth, Lancaster, Los Angeles, Louisville, Memphis, Nashville, Newark, New Castle, New Hyde Park, New Orleans, Olympia, Orlando, Philadelphia, Pittsburgh, Providence, Raleigh, Richmond, Salinas, Savannah, Seattle, Spokane, Toledo, Vineland, Waltham.





## SPIREX SPIRAL-SPRING SASH BALANCES

The CALDWELL SPIREX guarantees easy-to-open, quiet operation of double hung windows for the life of the building. They are easy to install on the job or in the mill because tension can be adjusted after installation.

An exclusive feature is the patented clock-steel, flat wire spring. The spring coils are separated to prevent friction and eliminate noise, specially coated to prevent rust. Brass bearings are used to guarantee smooth, trouble-free operation. All other parts are zinc or cadmium coated steel.

AVAILABLE IN  
ALL SIZES

## CALDWELL CLOCK-SPRING SASH BALANCES

CALDWELL guarantees smooth, trouble-free operation of double hung windows for the life of the building.

Tape-locking device speeds installation. Window units equipped with overhead clock-spring balances require a minimum of on-the-job carpentry.



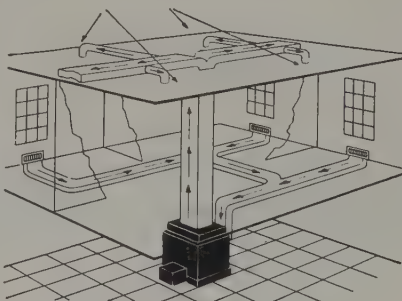
Type 242 FT

### WRITE TODAY FOR FREE CATALOG

CALDWELL MANUFACTURING CO.  
72 Commercial St., Rochester 14, N. Y.  
Please send catalog and price list to:

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

### NEW PRODUCTS *continued*



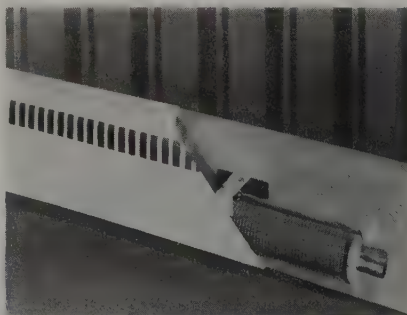
—in capacity, price, or looks—to home use. Connor Engineering set out to close the breach last year and introduced ceiling outlets specifically engineered and styled for home air-conditioning systems (H&H, Apr. '52). Now the firm has dressed up a new line of Kno-Draft diffusers with lamps and lenses to double as light fixtures. Their dual utility, packaged in a simple shell, should help popularize this effective method of air distribution with homebuilders and buyers. Like their mono-purpose K-D forbearers, the new units fan warmed or cooled air ceilingward where it mixes, above head level, with room air without any discomforting blasts. Return air grilles, situated along the baseboard, draw air from cold walls directly into the furnace.

K-D models are available with five styles of light fixtures. Each diffuser is made in 5", 6", 7" and 8" neck diameter sizes with capacities for heating ranging from 7,000 to 23,000 Btu's per hr. and for cooling, from 80 to 350 cu. ft. per min. Prices are approximately \$15 to \$21. *Manufacturer:* Connor Engineering Corp., Danbury, Conn.

### BASEBOARD CONVECTOR SYSTEM packaged on a per-house basis as aid to builder

For projects of 10 or more houses, York-Shipley will package complete *Aqua-Ray* baseboard convectors separately for each house. Easy to install, the new system features an 8" high mounting plate which supports the finned aluminum heating coil and acts as a radiant heating surface. A cleanly styled cover plate, factory primed, slips over the base plate and coil to extend just 2½" from the wall. The coils have a hot water rating of 525 Btu per lin. ft. An *Aqua-Ray* system for a six-room home 24' x 36' costs about \$200.

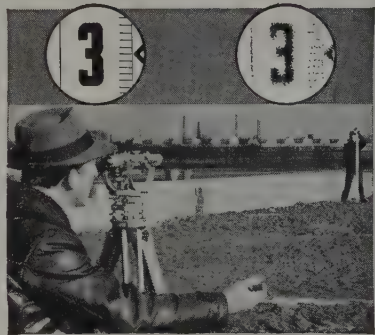
*Manufacturer:* York-Shipley, Inc., York, Pa.



Technical Publications on p. 248

Ask the man behind the "gun"

## Coated optics give you this — not this —

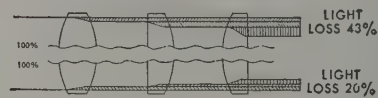


Model 3000, \$185.00\*, complete with tripod.

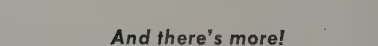
## with a White Universal Level-Transit

HERE'S what coated optics do for you. You can put in a full day without eyestrain or headache. There's less chance for a mis-reading. You get a clear, sharp sight—not a fuzzy image. What's more, you get your reading in far less time. Check this diagram. See for yourself how coated optics pass through up to 40% more light, provide a clearer image contrast.

### PASSAGE OF LIGHT THROUGH UNCOATED LENSES



### PASSAGE OF LIGHT THROUGH COATED LENSES



### And there's more!

White Universal Level-Transits also offer you internal focusing, guarded vertical arc and ball bearing race which insures smooth operation, even in sub-zero temperatures. Check one out on your next trip. You'll soon be convinced a White can make your work faster, easier, more accurate . . . Write for Bulletin 1053. DAVID WHITE CO., 314 W. Court Street, Milwaukee 12, Wisconsin.



Expert REPAIR  
SERVICE on all  
makes, all types  
of instruments

\*Prices subject to change without notice.

# The man in two positions to buy



■ **As a businessman,** he buys or influences the buying for his company of goods and services of many kinds from many different sources.



■ **As a family man,** he and his wife and their friends are consistent best customers for all types of better products and services. Their interests are broader, and their means way above the national average.

**Q.E.D.** Successful businessmen-family heads like this, with their wives and families, comprise in large part the audience of TIME. Every week TIME's advertising pages talk directly to 1,700,000 families, America's most valuable prospects—best customers in two positions to buy.





# Vitroliner

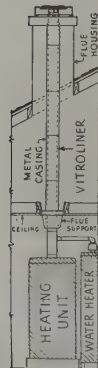
PREFABRICATED  
CHIMNEYS



## Save Time—Money—Space

Speed up construction time with this packaged Vitroliner chimney by eliminating all masonry work. It is a complete chimney designed for 1 or 2 story homes or building using ANY fuel. Made in sizes 6", 7", 8" and 10" diameter.

The Vitroliner Chimney is lightweight and weighs only 10-15 lbs. per foot and installs easily and quickly in approximately 1 man hour. It can be mounted between ceiling joists directly over the heating plant.



Tailor-made and packaged at the factory to fit the individual building—no cutting or fitting at the time of installation.

Vitroliner gives more draft than a comparable masonry chimney and also provides attic ventilation.

Quality built for long life. Accepted by F.H.A.—listed by Underwriters Laboratories and approved by local authorities.

Investigate this modern low-cost prefabricated chimney today!

**CONDENSATION**  
ENGINEERING CORPORATION  
3511 W. POTOMAC AVE., CHICAGO 91, ILL.

## TECHNICAL PUBLICATIONS

**METAL DOORS.** Fenestra Residential Metal Doors. Detroit Steel Products Co., 3111 Griffin St., Detroit 11, Mich. 8 pp. 8½" x 11"

Describing steel swing-type and sliding doors designed for residential use, the catalogue is a useful reference for architects and builders as well as dealers. It lists stock sizes of the door units and illustrates details of hardware and installation. Sliding closet doors are pictured in a new simulated birch grain finish. They are also available with a gray baked-on prime coat.

**GARAGE DOORS.** 40 Garage Door Designs—Six Prize Winners and How to Build Them. Tavart Co., Paramount, Calif. 28 pp. 8½" x 11"

Putting the garage door, properly, before its overhead hardware, Tavart Co. co-sponsored with Arts & Architecture a national design



competition. This presentation of the winning plans is graphic testimony to what designers can work out with simple materials, given a gentle prod (like \$1,500 in prizes). In com-



pliance with the rules of the contest, each overhead garage door can be built by an average workman with materials readily available from local lumber dealers. Each scheme is accompanied by a list of materials, fabrication plan and a rendering showing the garage door as part of a home. Most gratifying outcome of the competition is this repeated evidence not only that garage doors, too, can be beautiful but also that such ex-



pensive objects can be smoothly integrated with the rest of the structure. John Kewell, AIA, makes a brief critical analysis of each winner and offers helpful suggestions on designing original doors.

continued on p. 252

for today's  
Modern Kitchens



THE  
**NATIONAL**  
FOOD WASTE DISPOSER

No kitchen today is really modern without a food waste disposer.

And head and shoulders above them all is the NATIONAL—preferred by builder and housewife alike.

Tops in quality, yet competitively priced, the NATIONAL'S exclusive split-ring construction means the quickest, lowest cost installation of any disposer on the market.

And only NATIONAL offers a choice of either continuous Feed or Lok-Top cover models. Both models feature the same rugged ⅓ h.p. motor, lifetime grinding elements, permanently bright sink ring.

On that next home project specify NATIONAL—the lifetime food waste disposer.

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**NATIONAL DISPOSER**  
a product of  
**NATIONAL RUBBER MACHINERY CO.**  
Akron 5, Ohio

Send me detailed information on the model NATIONAL DISPOSER checked below:

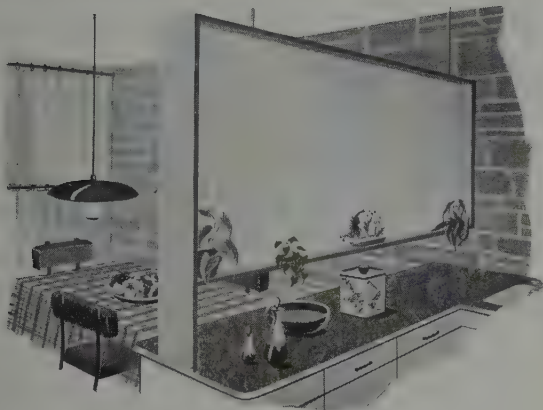
Dept. HH-553

- ☐ Model 35CS — Safety LOK-TOP Cover.  
☐ Model NC-45 — "Continuous Feed."

Builder's Name \_\_\_\_\_

Address \_\_\_\_\_

# Highlight Appeal with Low-Cost dramatic translucence



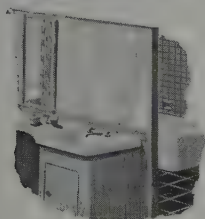
Cheerful light and glamorous color-harmony accent modern appeal with unique features created of shatterproof Structoglas. Combining maximum light transmission and safety with low-cost construction, you can easily adapt Structoglas into unlimited dramatic effects appealing to brighter living.

glass fiber reinforced

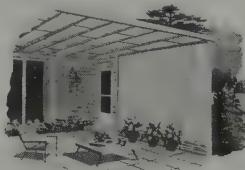
## structoglas

saves up to 60% over installed cost of other

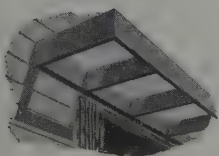
types of light transmitting materials. Strong and shatterproof, Structoglas can be quickly sawed, drilled and nailed to light-weight framing.



**MODERN CONVENIENCE** is added with a Structoglas bath partition or shower screen...easy to clean...always fresh in appearance...rot and mildew-proof.



**BRIGHT AND ATTRACTIVE** patio roofs and windscreens provide privacy and protection. Structoglas is weather resistant...long lasting.



**REDUCE HEAT** in sun-drenched rooms with translucent canopies of Structoglas...that let in only filtered natural light.

- Translucent
- Shatterproof
- Beautiful
- Limitless Effects
- Strong
- Economical
- Corrugated or flat sheets
- Eight beautiful colors

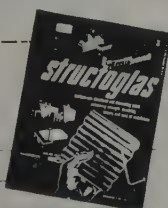
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Please send me complete Structoglas catalog.

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want more customers looking?  
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install smooth-as-silk

so-easy-to open

**HIDALIFT** fitted windows!

## HIDALIFT

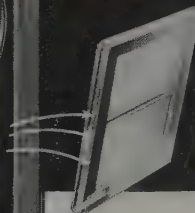
*the completely modern Sash Balance*

Small wonder that architects, builders, contractors and homeowners prefer this streamlined, truly modern sash balance.

### HIDALIFT HAS EVERYTHING

It's so perfectly and completely concealed! It boasts positive lifting power, non-jamming action! It's truly designed for fast, easy installation!

Hidalift's time-saving features offer the alert builder, contractor and dealer unlimited profit possibilities.



Hidalift features two types of tensioning brackets: the "L" type for tensioning during installation; and "Cup" type for tensioning after installation.

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Gentlemen:

Send complete literature and prices.

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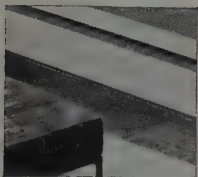
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





New comfort and new beauty with the new **TRANE**

The Trane Company, LaCrosse, Wis. • East. Mfg. Div., Scranton, Pa.



*New Baseboard Convector by TRANE brings you improved beauty of design plus . . .*

# Better solutions to 8 heating problems

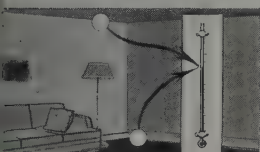
## 1 Hidden heat that's designed to match (never mar) the beauty of the modern home!

You look at it . . . and it's beautiful. Your clients will agree. It truly is! But the real beauty of the new TRANE Baseboard Convector is that you *don't* look at it.

It's inconspicuous. Built-in. Part of the wall. Clean.

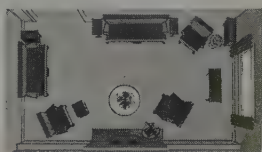
Your clients can paint it to match the walls. They can hang draperies and curtains freely. They can put furniture *anywhere!*

So to see the *true* beauty of the new TRANE Baseboard Convector . . . look at the new beauty it gives the *rest* of the room. Hidden heat. It's a revolution!



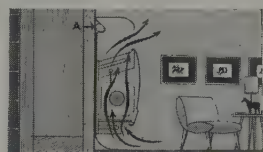
## 2 Even, all-over heat stops wall and window drafts!

The TRANE Baseboard Convector "surrounds" the homeowner with a wall of slowly-moving warm air. Temperature from floor to ceiling is uniform within a few degrees. Blocks down-drafts from cold walls and windows.



## 3 Complete freedom for furniture arrangement!

There's nothing in the way. Nothing protruding. No hot blasts of air or scorching-hot surfaces to force the dweller or his furniture out of place. The cabinet projects only 2 3/4". Received, only 1 1/2".



## 4 Features that help homes stay clean longer!

Heat is directed out and away from wall through uninterrupted front opening. One piece bottom-back-top, full-length rubber strip seals unit to wall. Coved bottom, smooth easy-to-clean top, no unsightly grill work.



## 5 Hidden heat that neither burns nor blasts!

You can touch it anytime. The TRANE Baseboard Convector cabinet is never more than warm to the touch. And the heat rises out of it gently, slowly, evenly . . . never with on-and-off, hot-and-cold blasts.



## 6 Free-hanging element for quiet operation!

The famous TRANE fin-and-tube heating element hangs on swinging brackets within the cabinet. It's designed to hang freely . . . to prevent scraping against the cabinet. No moving parts, nor ducts to carry noise.



## 7 Fast response keeps heat uniform and costs low!

Copper and aluminum surface of the TRANE heating element provides extra fast response. There's no fuel wasted on long warm-up and cool-off periods. The home dweller gets heat quickly, when he needs it.



## 8 Simple snap-on installation saves labor, money!

In new construction or remodeling jobs, the TRANE Baseboard Convector can be installed so fast, so easily that the initial cost is low . . . surprisingly low. Check your TRANE Sales Office for details.

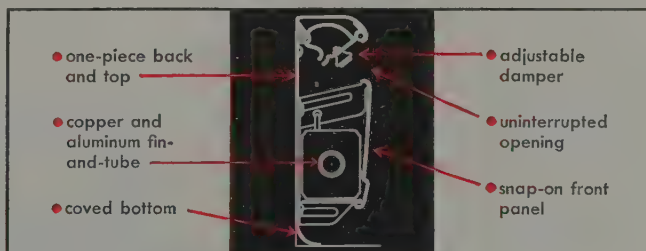


## Most complete baseboard data book available: FREE!

TRANE engineers have compiled complete information on capacities, installation, roughing-in dimensions, control diagrams. The most complete literature available. Write for free copy, plus 4-color catalog for your clients.

*Performs better because it's designed better . . . 6 ways* ▶

## Baseboard Convector



Trane Co., of Canada, Ltd., Toronto • 80 U.S. and 14 Canadian Offices



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### They Offer 5 Outstanding Features

- Eliminates bath tub settling
- Eliminates water damage
- Eliminates repair expense
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- Assures leakproof protection to ceilings and walls beneath bath.

**WILLIAM B. LUCKE  
INC.**

**WILMETTE, ILLINOIS**  
Post Office Box 177

## TECHNICAL PUBLICATIONS *cont'd.*

**STRUCTURAL PLASTIC.** Resolite Translucent Structural Panels. Resolite Corp., Zelienpole, Pa. 12 pp. 8½" x 11"

A reinforced plastic paneling, *Resolite* is given attractive and informative coverage in this booklet. Renderings show the translucent material utilized as skylighting and partitions. Technical data is presented on *Resolite's* impact resistance, light transmission and installation. An accessory line of molding, closure strips, and flashing is also described.

**HEATING.** Complete or Auxiliary Electric Home Heating, EC-140. Electromode Corp., Rochester 3, N. Y. 4 pp. 6" x 9"

The two-color folder contains pictures and specifications for the manufacturer's attractively styled wall-type and portable electric heaters in several designs and capacities.

**AIR DIFFUSION.** A-J Registers, Grilles, Diffusers. A-J Manufacturing Co., 2119 Washington St., Kansas City 8, Mo. 24 pp. 8½" x 11"

This publication catalogues a comprehensive line of crisply designed registers, grilles, and diffusers for heating and air conditioning. It shows photographs of the units, gives specifications and lists prices.

**SOIL TREATMENT.** Bondite Soil Conditioners for Erosion Control, Monsanto Technical Bull. No. 0-95. Monsanto Chemical Co., Organic Chemicals Div., St. Louis 1, Mo. 8 pp. 8½" x 11"

Describing *Bondite*, a soil conditioner which has been demonstrated to help control rain and wind erosion on construction sites, the booklet explains how this synthetic compound stabilizes aggregates on the soil surface to hold the seed and soil in place until vegetative cover crops can become established. According to the tests described, the conditioner is effective at the rate of 1 lb. per 100 sq. ft. It may be applied in powder form or sprayed in a water solution.

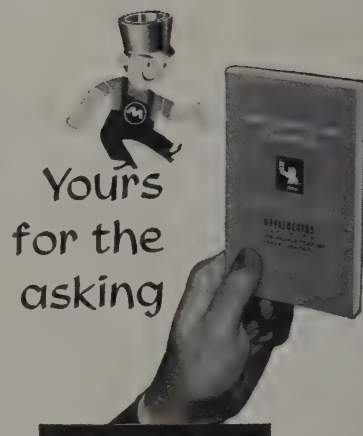
**PAINT.** The Redi-Blend Guide to Scientific Color Harmony. Adelphi Paint & Color Works, Inc., 86-00 Dumont Ave., Ozone Park 17, N. Y. 2 pp. 14" x 18"

Working with the Munsell system of color notation, in which colors are arranged in the spectrum as tones in a musical scale, Color Consultant William Clark developed this interior decoration guide for harmonizing *Redi-Blend's* 25 flat enamel wall finish colors and intermixes. The chart shows how to work out schemes for a room, balancing tones according to "warm" and "cool" values.

**WINDOWS.** Truscon Aluminum Casements. Truscon Steel Div., Republican Steel Corp., Youngstown 1, Ohio. 4 pp. 8½" x 11"

The folder contains a detailed description of the manufacturer's new aluminum casement window unit, and includes a chart of types and sizes as well as full-size section details.

*continued on p. 256*



... this new, authoritative handbook—based on the latest research in gas appliance venting

When you install gas burning appliances, you'll want this useful handbook containing complete, up-to-date information on gas venting practices plus many helpful installation tips. The findings presented are based on extensive engineering research recently completed by the Metalbestos Division, William Wallace Company, with the assistance of Stanford Research Institute.

Here are some of the subjects covered:

- Fundamental Rules of Venting
- Determining Correct Vent Sizes and Capacities
- Choosing the Location of Vertical Vents
- Rules for Venting Various Types of Appliances
- Vent Installation Tips

Amplly illustrated throughout—and indexed for convenient reference—this handy pocket-size booklet will be an invaluable aid to anyone who specifies, sells, installs or services gas burning installations.

Send for your copy today! No obligation.



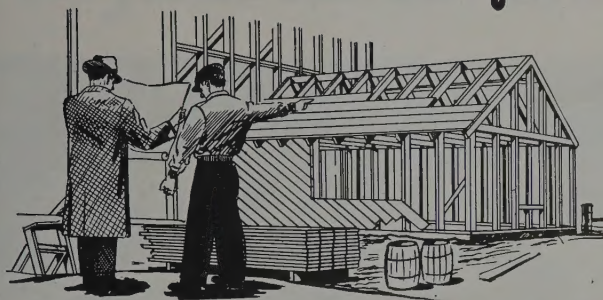
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WILLIAM WALLACE COMPANY  
BELMONT, CALIFORNIA

Please send me, without cost, \_\_\_\_\_ copies of the VENT INSTALLATION HANDBOOK.

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Architects are specifying...  
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FLUSH DOORS**

(Hollow and Solid Core)

These well-known doors are produced from the finest quality of foreign and domestic woods.

By ship . . . by rail . . . from Africa, the Philippine Islands, Panama, Honduras, Canada, and from America's own Northern and Appalachian forests, come the rare and rugged woods that go into the production of THOMASON Flush Doors.

**THERE ARE THOMASON HOLLOW  
AND SOLID CORE FLUSH DOORS FOR**

*Residences, Apartments, Office Buildings, Hotels, Schools, Hospitals, Institutions and Public Buildings.*

**AVAILABLE IN THESE FACE VENEERS**

*Philippine Mahogany, Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum.*

**And Now, THOMASON PLASTIC-FACED DOORS  
ARE AVAILABLE**

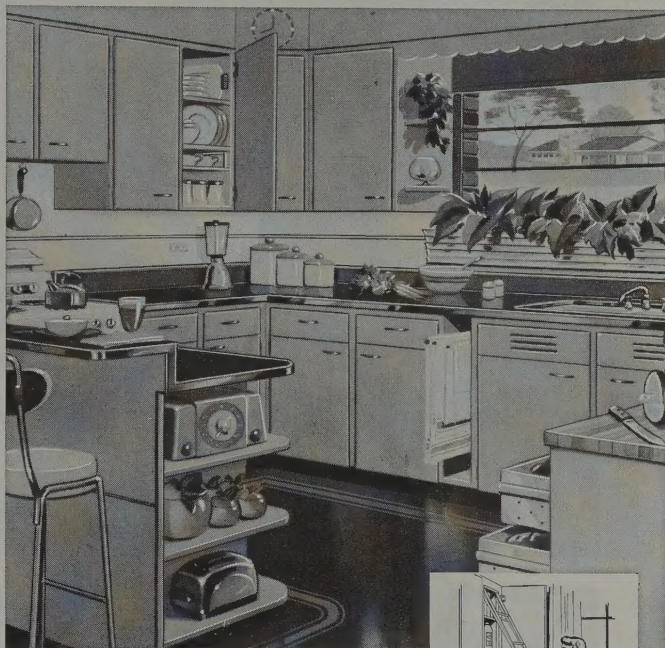
*You may choose from a wide range of domestic and foreign wood-grain plastics and from decorative plastics.*

SOLD ONLY THROUGH  
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**...AND NEW CONVENIENCE FEATURES**

Yesterday's trend is becoming an avalanche. All over the country home buyers are asking for—even demanding—cabinets in *color* or *natural wood*. And leading builders are planning their kitchens to meet this demand.

**KITCHEN MAID OUT IN FRONT**

The new Kitchen Maid hardwood cabinets are widely recognized as being out in front in the swing to color. They are offered in any of six lovely decorators' colors, in white or in natural wood. In addition they have many exclusive features: distinctive Flo-Line styling, quiet aluminum drawers that won't chip or rust, guaranteed non-warping doors, swing-out corner shelves, fine furniture-type construction and up-to-the-minute accessories that are keyed to today's market. The Kitchen Maid distributor organization is the most experienced in the field. Dealers are well located and well trained to give valuable assistance. Why don't you choose Kitchen Maid for your next project?



*New Ironette that slides out in working position. New Hide-A-Rack for hanging freshly ironed clothes. New Laundry Cart that slides under counter, and many others.*

**KITCHEN MAID**  
FIRST AND BEST IN  
**KITCHENS**

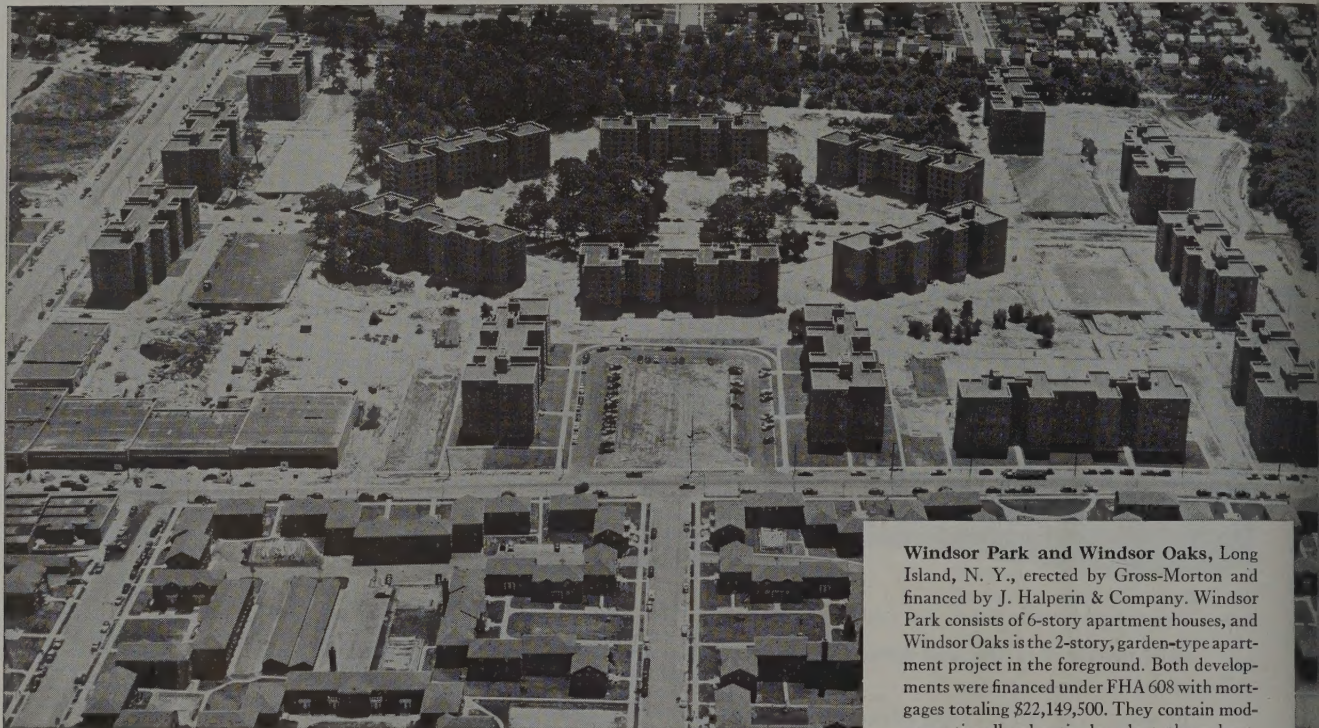
THE KITCHEN MAID CORPORATION 435 Snowden Street, Andrews, Indiana  
Please send booklet containing new kitchen layouts, planning suggestions and details of the Kitchen Maid line. I am an ☐ Architect ☐ Builder ☐ Dealer.

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*Number 7 of a series:*

## *BUILDERS OF AMERICA .*



**Windsor Park and Windsor Oaks, Long Island, N. Y.,** erected by Gross-Morton and financed by J. Halperin & Company. Windsor Park consists of 6-story apartment houses, and Windsor Oaks is the 2-story, garden-type apartment project in the foreground. Both developments were financed under FHA 608 with mortgages totaling \$22,149,500. They contain modern, nationally advertised products throughout.

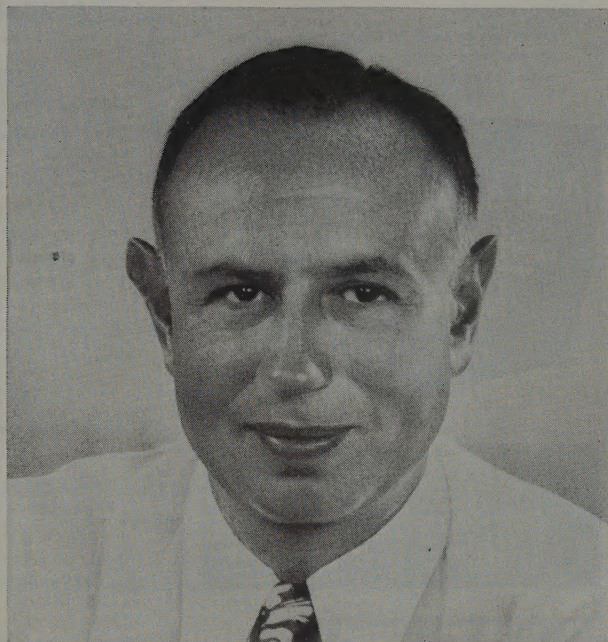


**Levittown, Long Island,** financed by J. Halperin & Company. Photo shows just a few of the 17,448 houses and one of the many swimming pools and community buildings. Houses sold for \$7,990 to \$8,990 and total amount of financing was \$122,688,240. All houses contain modern, nationally advertised products and equipment.



# John Halperin

John Halperin is head of J. Halperin & Company, the country's largest firm of mortgage specialists, with offices in Jamaica, L. I., and Bristol, Pa. He is also president of Community Funding Corporation, which services mortgages totaling \$91,329,217. His organization has financed many outstanding one-family house and apartment developments in the New York and Pennsylvania area.



*"Levittown, Long Island, started in 1947 and completed in 1951, has found an extremely active resale market for all of its houses, including those erected first in the community. It is my opinion that this is due to the fact that all of the houses contain nationally advertised materials. In fact, the Federal Housing Administration and the Veterans Administration have allowed present valuations higher than the original valuations...further proof that nationally advertised products help maintain values, create builder prestige and facilitate the sale of houses."*

Reputable builders and financiers stake their reputations in their communities on the homes they build or finance. National advertising is your way of backing up the reputation of your own name in thousands of communities all across the U. S. where these houses are going up.

And LIFE reaches 11,880,000 households in these communities and all over the nation. In the course of 13 issues, LIFE reaches 25,640,000

households—or more than 60% of the entire U.S.\*

These LIFE households represent the better half of your market, too. In 13 issues, LIFE reaches 86% of all the households in America with incomes over \$7,000. And more than 58% of LIFE-reading households own their own homes.\*

When you advertise your products in America's biggest *big* magazine, you're selling to the world's largest and most receptive magazine audience.

\*Figures above are from *A Study of the Accumulative Household Audience of LIFE (1952)*, by Alfred Politz Research, Inc. A LIFE-reading household is one in which one or more of the adult members reads one or more of 13 issues.



**first in circulation**  
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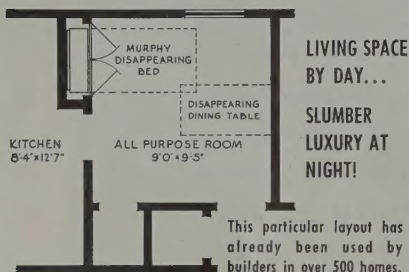
ADVERTISING OFFICES: New York • Chicago • Detroit • Boston • St. Louis • Atlanta • Cleveland • Philadelphia • Minneapolis • San Francisco • Los Angeles



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Investigate how FHA and VA regard all purpose rooms as 3rd bedrooms with resultant loan advantages.

Add an "EXTRA" Room  
without adding to  
building cost!



## Murphy BEDS

Illustrated above is one of many examples of how ingenious builders everywhere are using Murphy Beds as the answer to the popular demand for an "extra" room.

The Murphy Bed illustrated is only one of several Recess Models, some requiring as little as 13" depth. Other models include Pivot and Roller types. All are built to receive standard mattresses to assure maximum sleeping comfort.

Send today for complete details on all Murphy Bed Models and Murphy Cabranettes (Dwyer Kitchens).

**MURPHY BED AND KITCHEN COMPANY, INC.**  
19 West 44th St., New York 36, New York  
Please send free information on Murphy Beds and Cabranette Kitchens.

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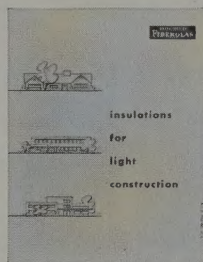
### TECHNICAL PUBLICATIONS *cont'd.*

**STORAGE.** Mengel Space-Saver Wall Closets. The Mengel Co., Cabinet Div., Louisville 1, Ky. 12 pp. 8 1/2" x 11"

Prefab wall closets designed to be assembled easily on the job are completely detailed in this full-color publication. The *Space Saver* units are described as a 'aptable in design. They are available with adjustable shelving and drawers for chest-type storage. Plywood is used for panels, partitions, shelves, and drawers; and kiln-dried hardwood for the frame.

**INSULATION.** Fiberglas Insulations for Light Construction. Owens-Corning Fiberglas Corp., Toledo 1, Ohio. 20 pp. 8 1/2" x 11"

The attractive booklet covers application data on *Fiberglas* roll and batt blankets, pouring wool, and perimeter-type insulation. It discusses condensation and ventilation and item-



izes several advantages of insulation. Excellent drawings illustrate approved methods for installing the glass-fiber products.

**HEATING.** Clay Pipe Warm Air Heating Ducts. Clay Sewer Pipe Assn., Inc., 311 High-Long Building, 5 E. Long St., Columbus 15, Ohio. 6 pp. 8 1/2" x 11"

How to design and install warm-air distribution systems with vitrified clay ducts is the story told in this illustrated folder. In addition to basic design data, the guide includes specification information, installation instructions, and two typical layout schemes.

**FANS.** Broan Kitchen Fans and Bathroom Heaters. Broan Manufacturing Co., Inc., 1669 North Water St., Milwaukee 2, Wis. 8 pp. 8 1/2" x 11"

Illustrating each of the manufacturer's fan and fan-type heater units, the installation guide gives detailed mechanical and electrical data as well as installation details and helpful information on locating kitchen fans for top efficiency.

**PLYWOOD.** Exciting WedgeWood. Georgia Pacific Plywood Co., 605-B3 N. Capitol Way, Olympia, Wash. 12 pp. 8 1/2" x 11"

Full-color photographs illustrate *WedgeWood*, a textured plywood, as wall paneling in seven room settings. Instructions are included for finishing the moderate cost material with stain or paint to emphasize the grain effect.

We've put everything  
**YOU** want...

DESIGN FLEXIBILITY  
EASE OF CONSTRUCTION  
GUARANTEED PERFORMANCE  
YEARS OF SERVICE

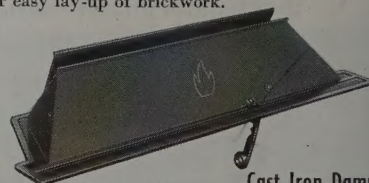
into these  
**BENNETT**  
fireplace  
dampers

Bennett fireplace engineers... specialists in fireplace design for over 25 years... have built into these Bennett throat dampers dozens of proven performance and construction features. Whether you're planning a conventional, single opening fireplace, or one of the "unusual" arrangements so popular today—you'll find it easier to design, easier to build with a Bennett Damper!



Expansip Steel Damper

The famous boiler plate steel damper with the exclusive slip-joint feature, which takes up expansion that occurs when damper gets hot. 60° front slope gives sure draft. 8 sizes—up to 72" wide, designed for easy lay-up of brickwork.



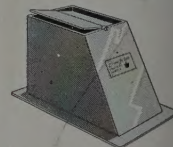
Cast Iron Dampers

Improved, higher-front design assures better draft, better smoke passage. Sturdy cast iron construction, with either cast iron or steel valve. Precision-cast in our modern foundry, Bennett cast iron dampers have no thin spots or weak sections to give trouble. Wide range of sizes.

*Beneform*

Universal Damper

The amazing new damper that gives you absolute freedom of design expression—at moderate cost. Builds any one of six basic fireplace styles including projecting corners, three-sided openings, etc.



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